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PRINTERS' INK

UNIVERSITY OF ILLINOIS
A JOURNAL FOR ADVERTISERS

VOL. LXXV.

NEW YORK, APRIL 27, 1911.

No. 4



There is a sale for which all other sales are made. The raw material sale, the manufacturer's sale, the jobber's sale, the agent's sale are all made with reference to the final sale—the sale to the consumer.

The journey of an article over the route of trade may be long or short, it may have many stop-overs or be billed through, but the start and the finish are constant factors—you cannot have a string without two ends.

While there is no station on the line at which good advertising will not increase the traffic, we are now thinking especially of the terminals.

Because final buyers must be numerous, because they must be found, because they must be interested, and because they must be satisfied, many producers have consulted us and found in advertising the key to this vital problem.

We should like to discuss the "how" of this with anyone who is dealing in an article that people really want.

Philadelphia

New York

Boston

Chicago

49,206 to 471

ROCKEFELLER'S fortune is made up of many 100 quarts of oil.

The New York Street Railway Millions represent the nimble nickel raised to the billionth power.

Big fortunes grow out of many small sales—"Little drops of water, Little grains of sand," etc.

Now the small cities of this country out-number the big ones 100 to 1.

In the 39 states covered by standard farm papers, there are 49,206 cities of less than ten thousand population against but 471 above that figure.

And it is from the smaller cities that the big profits come.

It may be a point of pride to sell "Snegel, Gambel & Co.'s billion dollar merchandise palace" a thousand dollar bill of goods. But there is more profit in selling half that amount to four or five live stores of the smaller cities.

And it is in those profit-paying smaller cities that standard farm papers offer a tremendous lever for the opening of new accounts and increasing the sales of present dealers.

In some states the standard farm paper reaches as high as one sixth of the total homes—few newspapers do better even in a single city.

We have statements from these dealers that—

—40 to 70% of their business is with the farmers and their families.

—Standard farm paper advertising creates a demand from the agricultural population.

—the farmer and his family buy the best in every line.

Ask us to show you this data and proof of the paying power of Standard Farm papers.



Standard Farm Papers

are	Home and Farm, Louisville
	The Farmer, St. Paul
	The Oklahoma Farm Journal
Farm	The Ohio Farmer
	The Michigan Farmer
Papers	The Breeder's Gazette
	Hoard's Dairyman
of	Wallace's Farmer
	The Kansas Farmer
	Wisconsin Agriculturist
Known	Indiana Farmer
	Town and Country Journal,
Value	San Francisco, Cal.

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City.

Geo. W. Herbert
Western Representative
First National Bank Bldg.
Chicago

PRINTERS' INK

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

VOL. LXXV.

NEW YORK, APRIL 27, 1911.

No. 4

"TRY-OUT" CAMPAIGNS IN DAILIES AS A STARTING POINT

BE SURE YOU ARE RIGHT AND THEN GO AHEAD—DANGER OF LEARNING TO SWIM BY JUMPING INTO WATER THAT IS OVER YOUR HEAD—AGENCIES AND ADVERTISERS WHO BELIEVE IN GOING SLOW AT THE START AND UNCOVERING DEFECTS IN PLAN, COPY OR GOODS

By Lynn G. Wright.

[This article reflects the opinion of a dozen leading advertising agents who were specially interviewed as to the right way to launch a new article through advertising.]

The advertising graveyard is full of failures that might well have been successes had the advertiser first tried out his market and his product on a small scale. Such a trial might have revealed a weakness in selling plan, copy or the goods themselves which could have been remedied at relatively small cost, before it was too late.

Indications are increasing that advertisers are borrowing a leaf from the experience book of the theatrical managers.

After Frohman has selected a likely play, does he form half a dozen companies at once and send them out? Rather, he quietly chooses a cast, conducts the necessary rehearsals and then experimentally opens in Atlantic City, Ithaca or New Haven—good "dog" towns. If the offering fails to hit the elusive bull's-eye of popular approval, it is withdrawn altogether or is taken off for "repairs." Frequently, by a little judicious tinkering, it may be turned into a full-fledged Broadway success.

Similarly, an advertiser may try out his copy, his selling plans or the product itself by first going

into a few carefully selected newspapers. By so doing he is following out the old precept, "First be sure you're right, and then go ahead."

This empirical method is so much after the copy-book maxim that many will at once say that advertisers have always done this. Yet any advertising man of experience knows that it is not long since when enthusiastic solicitors were doing exactly the other thing: prevailing upon some ambitious manufacturer to appropriate \$50,000 or so, which was then scattered to the four winds in a national campaign, full of hidden risks.

There comes to mind the experience of an Eastern man who was making a preparation for easing the feet—a kind of foot soap. The market looked seductively inviting. People were buying corn plasters, rubber heels and hygienic shoes. This was proof that they regarded their feet with solicitude.

"There is no risk here," asserted an adviser. "Better hit 'em hard all over the East with good-sized copy. No use going slow and let some one else steal the demand out from ahead of you."

And "hit 'em hard" the foot-soap man did. He spent \$25,000, which was all the cash he could well spare. He did not think it necessary to do very much work with the trade. He was going to force the distribution.

A post-mortem examination a year later laid bare the trouble. Druggist after druggist maintained that, had sampling been carried on in conjunction with the newspaper advertising and had the margin of profit to the dealer been made a bit larger, the goods would easily have sprung into large demand.

Fate proved, ironically enough,

that the demand was awaiting only the right kind of invitation. A few months after the foot-soap advertiser had quit, sore in spirit and depleted in funds, a Chicago concern, that *had* tried out its selling plans in Illinois and Iowa, invaded the territory and reaped where the other had sown. Had the man who failed tested not only his product but his selling plan as well in a few papers, he would almost certainly have won the sales that he relinquished to his wiser follower.

A cough remedy campaign is being worked out differently. The medicine is made in Germany, but, in spite of tradition, the manufacturer held that this was no guarantee of success in the United States. Acting upon the advice of his agency, the German put his copy into a list of New England and New York papers for a six months' test.

It is well that he did so. Druggists soon reported that the package and the margin of profit to the dealer were too small. Anxious to secure volume of sales instead of big profit on individual sales, the advertiser took cognizance of these plain facts which his test had smoked out into the open. He advanced the retail price twenty-five cents and allowed the dealer five cents more profit a bottle. There were signs that some auxiliary advertising was needed. Good window displays were provided. When this patching up had been completed, the goods began to move. In its now seasoned form the campaign will shortly spread to other sections of the country, with every prospect of success.

A merchandising man said that while one city would not provide an accurate test of all the elements constituting a selling campaign half a dozen cities would.

Try-out copy in five or six Pennsylvania towns revealed to a manufacturer of apple butter what was the most profitable appeal he could make. In his trial campaign he advertised the butter substitute, which could be sold for half the price of the genuine article, with rather general copy. A

close watch of the sales demonstrated that those people who habitually carried lunches were making the steadiest purchases. This was a profitable hint and was acted upon. The advertiser prepared new copy, written to appeal to the market that had thus suggested itself, and centered his publicity upon the mining towns where the male population regularly carried their lunches to work. This public would have been faithless to the promise it had made in the try-out campaign had it failed to respond. But it did respond strongly. Its heavy patronage is keeping the maker working overtime with increased factory space and enlarged working force.

Had this advertiser "plunged," after the manner of some sanguine predecessors, he might easily have paid \$25,000 for the experience he bought for \$5,000. The empirical method made him a booster of advertising, where a national or semi-national campaign might have left him a confirmed pessimist.

Many and many is the advertiser who shapes his selling energies in accordance with what he believes the market to be, or ought to be, rather than with what it really is. Even so large an operator as S. C. Dobbs, of the Coca-Cola company, confessed recently that he has to be on guard constantly to keep from advertising—to himself. It is instinctive, he said, not only to write copy that appeals to one's own prejudices, but to select mediums according to one's likes and dislikes. A man is in danger of doing this, even though he does regard himself as a cool, calm, dispassionate judge of facts. A try-out campaign is admirably qualified to fry out the personal prejudice fat from a set of selling and advertising plans.

Not a few advertisers have spent a good deal of money to learn that the stubborn public will not jump according to their pet theories. The Consumer, that big arbiter of what is sound and what is bad in advertising, refuses to be diagrammed in all his likes

and dislikes by any maker of theoretical sanctum campaigns.

For instance, he refused to bear out the theories of a novelty manufacturer who came into possession of a new card game. The proprietor called in the man who was discharging the duties of sales manager.

"Sam," said he, "this card game ought to sell big if we advertise it in suburban towns, where the commuter goes home nights to stay."

The relations of the two men had always been of a friendly, warring kind. Sam therefore expressed his slight opinion of the suburban town as the best market and asserted that the advertising should be carried to the smaller towns and villages, "where," he said, "folks don't gad about nights at all."

Then the two went at it hot and heavy, piling one dogmatic theory upon another. As usual, the dispute ended in compromise. They would try out the card game and hold their views in abeyance till the "returns" came in.

The agency handling the account advertised in the dailies of six or seven of the best suburbs of Chicago and New York, in six county weeklies having a good small town circulation and in five papers in manufacturing cities up New York state.

The suburbs and the small towns showed a miserable lack of appreciation, but — and this was the surprise — the manufacturing cities showed every evidence of being keenly interested. Accordingly advertising and distribution were centered upon those points and the factory worker proved to be the market for this new game. This having been proved, the novelty man and Sam let their former theories die of neglect and set about industriously cashing in

upon their obvious opportunities.

Advertising is the acid test of the sales quality of a product. Though the goods *look* as if they should suit the average citizen, they sometimes don't, for some peculiar reason or other.

Had it occurred to a manufacturer of a new fountain pen to test his pen by advertising first in a few cities, he would have saved himself \$125,000. Having grown rich as a manufacturer of stationery, and feeling that success would just naturally follow any motions he might make, he risked this small fortune only to find that something was wrong. Inquiry in the trade brought to light, among other defects, the fact that the pen, which had been made after a foreign model, did not lend itself to sufficient quickness of adjustment to satisfy the exacting American.

With commendable grit, the maker designed a new model with enough patent adjustments to please anybody. But this time he is not splurging nationally, as he did before. He is letting the demand grow naturally, giving the campaign a chance to profit by first being worked out in a group of two or three states.

Every agency man knows that occasionally there is doubt as to whether an article can be provided with a demand large enough to justify manufacturing on a fair-sized scale. A Western agency was at sea when an inventor came to it with a shoe having a steel sole. At first glance the thing looked rather grotesque. But a conference suggested a market among those men who are working in soils that corrode ordinary soles or those who are stepping upon surfaces that quickly tear leather to pieces. Farmers in certain sections of the country, and miners were here suggested. Miners and

You do not pay
FOR A
Guarantee Ticket

which you will probably
lose or not bother to use,

when you buy

KNOX
KNIT

**The Antiseptic Hose
With Six-Thread Heels
and Toes**

However—your dealer will
positively exchange any
pair that proves unsatisfac-
tory.

25 Cents a Pair
for men, women, and children

KAHN & FRANK
Wholesale Distributors
573-575 Broadway, New York

COPY THAT SHOWS
HOW ONE CONCERN IS
TESTING THE ADVERTISING
PROPOSITION
IN NEW YORK

foundrymen especially needed such a protection to the bottom of the feet, it was urged, as they are continually stepping upon hot iron and steel bolts.

This theory was submitted to the test of a small campaign in which it proved its correctness. Miners and farmers began to buy the shoes and the erstwhile penniless inventor is now spending \$50,000 a year in advertising and is operating six factories in this country and Canada. A try-out campaign banished all doubts about the selling possibilities of the steel-soled shoe. A "plunging" national campaign might easily have touched the real market only slightly, and not have indicated so clearly in what direction the business would best develop.

Several interesting try-out campaigns are now in progress. Persil, a German washing powder, advertised to be of peculiar efficiency, is testing the market in Newark, Elizabeth, Plainfield, Albany, Troy, Schenectady and Kansas City. The test is being made to show whether the average American housewife will spend a rather large sum of money for a product put up in a package about half the size of other washing compounds she has been buying at this figure. Knox-Knit hose has come to New York to test the advertising proposition pure and simple. The manufacturers, it is reported, were not wholly confident that another hose could be profitably advertised. New York, perhaps the hardest market to reach with a new hose in the country, is giving an affirmative answer, for already the advertising has made 200 dealers.

The Lightfoot-Shultz Company of Boston is "trying the ice" with a combination shaving soap and brush holder. The possibilities appeared to be promising, but the advertiser is experimenting with the product by advertising in Boston, Bangor, Worcester and Portland. If the campaign is successful in these towns it is likely that the company will with confidence approach the bigger task of a national campaign. At any rate,

it is spending only \$5,000, and if failure comes, the advertising outlay will not cripple the firm.

W. D. HOWELLS DISCOVERS SOME THRILLS IN ADVERTISING

William Dean Howells, veteran novelist and one of the editors of *Harper's Monthly*, devotes four pages of his "Easy Chair" in the April *Harper's* to a review of John Adams Thayer's book, "Astir." He does not mention the author or the title of the book, thus making the review unique. The reference is obvious, however.

He believes modern business life need yield little to the age of chivalry in thrilling experience, and says:

"There is no tale any man can invent which will compare in interest with the tale which every man lives and has but to tell in its truth in order to hold his hearer breathless, or panting for more. Suppose the man to be a mere and sheer advertising man, such as we will not say the hero of this story is, with a passion for marketing literary wares, crying them in the public places of print, carrying them to the world's breakfast tables, and littering the paths of life knee-deep with them in cards, and circulars, and flying leaves; if he will do this with his whole heart, he shall not fail to take the heart of other men; if he cleave to his job with earnest faith in it, he shall perform the office of a poet, and endear himself to the fancy and memory."

ADVERTISING MANAGERS START PROPAGANDA

In the May number of *Hampton's Magazine* appears the first article in the general propaganda starting under the auspices of the Association of National Advertising Managers to educate the public concerning advertising. It is printed in the advertising section and signed by L. R. Greene, advertising manager of the Sherwin-Williams Company, and is entitled "Why Advertising Does Not Increase the Cost of the Thing Advertised."

Following are some sentences selected from it: "The signature on an advertisement is as binding as the signature on a note," "The manufacturer who advertises nationally makes a pledge to the public," "Advertisers invest their reputation in their goods," "The advertiser dare not allow the quality of his goods to deteriorate," "If things were not advertised, you would not know," and "The magazine advertisement is not a promise—it's a contract."

The New York State Assembly has taken a further step toward the creation of a state publicity bureau by passing the Murtaugh bill providing a \$10 license for real estate brokers. Under the provisions of the bill the money raised from the license shall be used to create and support a state publicity bureau.

Minnesota Farmers could buy the entire output of all of the Automobile Factories for 1911,

with the unearned increment in the value of their farm land and buildings during the past ten years.

The 1910 census shows an increase of \$589,988,000 for Minnesota, alone, in value of farm lands and buildings in 1910 as against 1900, or more than the estimated output of every automobile factory in the United States for the current year.

Remember this money was practically handed to the farmer, the increase being a result of the law of supply and demand. Remember, also, that the Dakotas and Montana, which we also claim as our territory, will make equally as good a showing.

If the farmers have not bought more of your cars it is your own fault, because they have the money if you can convince them through your copy that it is to their interest to buy.

The leading farmer trade in Minnesota, the Dakotas and Montana can be reached through



and by no other paper or combination of papers on anywhere as economical a basis: first, because THE FARMER, as the leading farm journal of its territory, reaches those farmers who are willing to pay the full subscription price for a farm paper, without any premium or inducement other than the intrinsic value of the paper; second, because THE FARMER, with its 140,000 paid weekly circulation, is 40% larger than its nearest contemporary, and at the same time the most concentrated in circulation; third, the advertising rate in THE FARMER of 60 cents a line, with discounts to 50 cents, is the lowest offered by any well established farm journal in this country.

For further information and complete schedule of rates, address

THE FARMER
St. Paul, Minn.



Chicago Office:

G. W. HERBERT, Mgr.,

600 First Natl. Bank Bldg.

New York Office:

W. C. RICHARDSON, INC., Mgr.,

41 Park Row.

Member Standard Farm Paper Association.

THE FRENCHMAN'S ADVERTISING

WHY FRENCH NEWSPAPERS HAVE ONLY SIX OR EIGHT PAGES—ADVERTISING DEVELOPMENT ALL IN THE FUTURE—THE FRENCHMAN'S NATURAL SELLING ABILITIES DORMANT FOR LACK OF PLANS—THE FINE RETAIL OUTLET—MODERN METHODS SLOWLY MAKING HEADWAY

By James H. Collins.

France furnishes a most striking illustration of the value of advertising to the publishing business.

For, though big Paris journals like *Le Petit Parisien* issue hundreds of thousands of copies, and enjoy national circulation, the French newspaper printing more than eight pages is exceptional. Six pages is the average, and many are confined to four.

Advertising seldom exceeds a page of miscellaneous announcements—theaters, hotels, wants, medicines and trinkets. In the absence of advertising revenue, the French publisher is shut in by a stone wall—the cost of white paper. Paper bears a tariff duty in France, and Paris prices are said to be thirty per cent higher than those in London, where a splendid newspaper like the *Telegraph*, with its sixteen to twenty broad pages, is sold for two cents.

The man who buys a London *Telegraph* in the morning has enough solid reading to last him all day. But the French publisher, haunted by paper bills, gives a news service that is meager by English or American standards. Moreover, the French press is reputed to exercise questionable ways of augmenting revenue in the absence of healthy advertising patronage. Paris has more than 120 daily papers. But only about twenty of

them appear regularly. The others come out sporadically, at times when a bit of activity in the right quarter will serve ends not connected with legitimate publishing. It is said that even the leading journals receive stated yearly sums from French interests, such as the bankers, not for advertising or puffery, but chiefly to withhold adverse comment when new security issues are being offered French investors. That resource of newspaper publishing is nothing new in France. Balzac described a similar system more than eighty years ago in the finest publishing story ever written. The French believe they have outgrown Balzac. They warn the visitor against being guided by the pictures he drew, saying that times have changed. Yet the reader of the "Human Comedy" will find many traits in Balzac still intact in France, and a good deal that is found in France will still be found in Balzac.

France is a considerable distance behind Germany when it comes to modern distribution and advertising, just as Germany is behind England.

Last summer an American went to Europe to sell the patent rights of an excellent clothing novelty. Here at home it had been a distinct success, being placed on a

royalty basis with clothing manufacturers and tailors, with advertising to the consumer undertaken by the controlling company. In London and Berlin it was placed in the same way, and advertising done along similar lines. When the promoter got to Paris, though, and interested manufacturers, he found that it was almost impossible to find advertising mediums in which to spend his publicity appropriation. There was no trade press, and few magazines, and though the leading Paris dailies had a fam-

La pureté du lis L...



THE FRENCH AESTHETIC SENSE COMING OUT IN ADVERTISING

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ily circulation in the provinces, they were hardly adequate to cover the country and thus reach the real French consumers.

French advertising runs to bright phrases and general publicity, rather than to our explanatory copy. This is due to the fact that most of the commodities advertised are understood by the public—chocolates, drinks, soaps, toilet articles, and the like. The French are people of ideas, and love a short, graphic phrase.

In Paris there is a chain of men's furnishing shops conducted under the name of "One Hundred Thousand Shirts." Another chain of cheap millinery stores does business under "The Sign of the Happiness of Ladies." The French shipping-clerk stencils "Fragile" on a box and adds an outline of a goblet, making a picture of fragility. The truckman understands, and keeps the box right side up by keeping the goblet right side up. In the window of a small Paris shop recently appeared an announcement of a liquidation sale. Stock had to be sacrificed because the lease had expired, the shopkeeper said, and people were invited to come in and read the lease if they wanted proof of good faith.

Nobody has anything good to say of the Paris advertising agent, apparently. He has not yet brought his industry out of the old "farming" abuses once so prevalent in this country. He has little conception of service, and there is no bottom to the amount of commission he looks for from the publishers, nor any fixed percentage governing what the

advertiser expects to get back from him. When the advertiser hands him an order he hurries to the publisher with it, and that is the end of the matter so far as he is concerned. Some days later the publisher

notifies the advertiser that copy is wanted, and the latter prepares and places it. The French agent will, however, place electrotypes.

French people are very partial to novelties and conveniences. They spend liberally on the thing that happens to be popular at the moment. Our characteristic ways of advertising and marketing succeed when adapted to the ways of the country, but time and patience are needed in teaching the mercantile trade.

One American concern in Paris has used modified American methods in building up a business in dressmaking specialties. The manager went to the publisher of a French woman's journal and asked for the whole back cover.

This proposition rather staggered the publisher, for his cover had a collection of perhaps twenty small ads which had taken time and trouble to get together. If he sold it outright to a single advertiser for one issue he might not be able to get the little advertisers all back again. Finally the space was granted at the high price of four hundred dollars—about four times the rate for similar space and circulation in this country. The innovation proved so interesting to other business houses, however, that it has never been necessary to fill that space with miscellaneous ads again—the back cover is taken entire each month.



TYPICALLY FRENCH



NOT CONSIDERED BAD FORM IN THE FRENCH CAPITAL

After he had got his space, the American manager was hampered by the French method of getting out a magazine. Back and front cover are printed together, and as the front cover is left to the inspiration of the artist, and the latter takes plenty of time to develop his ideas, the purchaser of the back cover does not know what the color combination will be for the current month until about two or three days before copy is wanted. Thus, if he prepares plates in advance, say the picture of a woman, she may appear before readers with red eyes and green hair.

This American finds the French



STRONG BLACK AND WHITE THE UNIVERSAL CONTINENTAL FAVORITE

retail trade fairly responsive to educational work on the part of the advertising manufacturer. France has an infinite number of small shops conducted by the owners, man and wife, so there is an ample retail outlet. Window displays are commonly of a high order, for the Frenchman likes to exercise his taste in this direction, and frequently changes his window daily. Nothing is considered inappropriate for an artistic window in France. The coal dealer will show different sizes of coal in glass bowls, garnished with faggots and briquets. The Bank of France dresses windows in its many branches with Paris bonds, flanked with saucers of gold pieces. The French retailer is sometimes a bit conservative, and he absolutely demands a profit on everything he turns over. But he is open to conviction, and will protect prices set by the manufacturer. Even the big French shops respect protected prices. This American had some difficulty

maintaining prices at first on one of his specialties. But he overcame this by becoming his own imitator and substitutor. A cheaper grade of the same article was made up, put out under a different brand and trade name, and sold to the trade without price restrictions. When merchants got this, and could cut on it, they maintained prices on the regular brand.

The scale of French living is more frugal than ours, and it is only within the past few years that the French have begun to purchase comforts that are standard with us. For example, until recently the Frenchman built a fine house and had it furnished and decorated by good artists, but would never think of providing a bathroom. Now, however, bathtubs are the last word in French fashion and luxury, and are being installed everywhere. There is an interest in steam and hot water heating, and other modern comforts. Five years ago the American in Paris who wanted a Morris chair had to send over to London for it. French chairs were all of the highly artistic and



MORE CAPTIVATING THAN HER AMERICAN SISTERS

thoroughly uncomfortable shapes made by the various Louises. The Louises were undoubtedly great kings, but mighty poor chair-makers, and now the French seem to be finding it out, and Morris chairs are obtainable in the big shops, and this little change in the demand indicates many others of the same nature.

The Frenchman is remarkably intelligent and individual, and there is something in French temperament or the French language which makes his slightest explanation most clear and interesting. These indicate a marked

genius for selling. But it is still undeveloped, because the nation makes chiefly high-priced, artistic, exclusive commodities that sell themselves for the reason that they can be bought nowhere else. So, the Frenchman is usually a long way from a constructive selling plan in his business.

For example, an American in Paris had a patent electric sign to put on the market. He conceived the idea of selling it in quantities to manufacturers, and letting them give it to retailers to advertise their goods. It took a solid year to interest the first French manufacturer and make him see the ultimate profit in giving something away for nothing, but eventually this was accomplished. The manufacturer ordered a hundred signs, and sent out the good news to his retail trade.

"We are going to give you a handsome electric sign," the retailer was told. "It will make your shop the most prominent in this street, and increase your business."

The retailer was skeptical at once.

"Who pays for the current?" he asked.

"You do."

"Good heavens, I don't want it!"

Whereupon the manufacturer canceled his order. It did not occur to him to back up his signs with a plan for giving the retailer extra goods, or to show him how the current would be paid for by a percentage of profits on increased sales. The American who had this sign has been in France a long while, and found it well worth while to be patient in bringing people around to his way of thinking. But for once patience failed, and he dropped the device.

NEW NEW YORK MANAGER

H. K. Boice has been appointed manager of the New York office of Taylor-Critchfield to succeed C. V. Miller, who has gone to Los Angeles to represent the agency there. Mr. Boice has been in the copy department of Taylor-Critchfield at Chicago for nearly two years, where his efficient record as an executive earned him his new appointment.

CENTRAL STATES TRADE PRESS ASSOCIATION

At a meeting of trade paper publishers of Ohio, Indiana, Kentucky and Michigan, held in Cincinnati, April 13-14, the Central States Trade Press Association was organized.

These officers were elected to serve until September: S. Bacharach, of the S. Bacharach Publishing Company, Cincinnati, president; Robert I. Clegg, of the Gardner Printing Company, Cleveland, vice-president; H. C. Menefee, of *Signs of the Times*, Cincinnati, secretary and treasurer. The executive committee consists of these officers and T. A. Randall, of *Confectioners Review*, Cincinnati; E. F. White, of Powell & White, Cincinnati, and Otto C. Leightner, of the Associated Trade Press Company, Cincinnati.

The organization will be affiliated with similar associations in other states, in the Federation of Trade Press Associations of the United States.

It is planned to hold the second meeting in May in Columbus, O.

J. Newton Nind, of Grand Rapids, Mich., ex-president of the Federation of Trade Press Associations, was present and officiated at the launching of the new association.

TWO MILLIONS TO STAMP OUT TUBERCULOSIS

It is reported, on good authority, that James A. Patten, the multi-millionaire grain and cotton operator, has planned to give \$2,000,000 toward stamping out the great white plague.

Of the amount to be expended, \$500,000 will be used, it is said, by the Northwestern University in medical research into the questions of prevention and cure. It is probable that a good part of the appropriation will be devoted to public education on the subject of the prevention of tuberculosis.

George W. Patten, the brother of James A. Patten, died of tuberculosis last year. Mr. Patten refuses to make any public statement, but it is generally understood that he will personally superintend the work.

J. J. GEISINGER FORMS AGENCY

J. J. Geisinger, for many years with N. W. Ayer & Son, of Philadelphia, has formed a service agency known as the J. J. Geisinger Company, and opened his offices in the Norris Building, Philadelphia, April 1, for business.

Mr. Geisinger held an important position in the Ayer organization, and has many friends in the advertising business. One of the accounts with which he begins his independent work is that of the International Correspondence Schools, of Scranton, Pa.

Charles A. Hughes, formerly a member of the advertising staff of the Hudson Motor Car Company, has affiliated himself with the J. Walter Thompson Company, of Detroit, and will handle the advertising of a number of motor car manufacturers, including the Ford, Thomas, Warren, and Rapid lines.

DO FARMERS RESPOND TO ADVERTISING DURING SUMMER?

SOME FACTS WHICH WOULD SEEM
TO PROVE THAT HE DOES — BE-
TWEEN - TIMES LEISURE — FARM
PAPERS AS WORKADAY TOOLS

By Frank W. Lovejoy.

There seems to be a fallacious impression sifting through the advertising fraternity that the only time to advertise to the farmer is during the winter months, and the moment spring opens up our agricultural friends go into the fields, leaving their favorite farm papers piling up week after week, to receive only casual perusal or to be ignored entirely when the winter months come again.

To the superficial observer, this may seem reasonably true, but to one who has visited the real farm country and knows how important an agricultural paper is to its subscriber every week and fifty-two times a year (provided the publication really has editorial merit and brain power behind it), the idea that the farm papers are ignored in the summer time is entirely wrong.

Take, for instance, the Northwest country. Seeding should be over by April 15; then comes a lull from about April 15 until corn planting time in the middle of May. Haying should be over by July 4, and the principal lull then occurs, between the end of haying and the beginning of harvest, about August 10.

Assuming that leisure hours are necessary to the farmer's reading his agricultural paper, there is little doubt but what these lulls give him the necessary available time. But this idea that leisure is essential to the farmer's reading is again a mistaken one. The agricultural paper is just as much a part of the farmer's equipment as his traction engine, plow or wagon, and in many cases twice as valuable, because it tells him when, how and where to farm profitably. Winter and summer the farmers of our Western country read their farm papers, in fact

they must, to keep in close touch with the constant strides and changes made in the different branches of agriculture.

I have a mental picture of the Wallmark home in the northern part of Minnesota, a prosperous holding of some eighty acres. The house is as neat as wax; by the stove in the kitchen is the old man's easy chair, the two sons carrying on successfully the work which the father started years ago. The son in whose name the paper was subscribed for had his desk and room upstairs. The young man came in for half a hour right in the midst of haying and freely talked about his work and the farm paper which he seemed to enjoy so much.

I asked him particularly how he read his paper in the summer with so much work to do. He said he read it just as regularly in the hot months as he did in the winter, but not as fully, because he superintended practically all of the work on the farm, which also meant caring for quite a number of cows—at least six to be milked night and morning. Even during haying, he said that he read the headlines and such articles as interested him particularly then laid the number aside to be digested more carefully when Sunday came. When I asked him if he read the advertisements, he looked up and said:

"I certainly do, for the new and latest information on implements and farm tools and the improved methods of farming I find in the advertising columns. They seem to illustrate and supplement the text."

One man who made for us a most careful analysis of how he read the advertising in summer stated:

"My eye always seems to catch the advertisement of an old advertiser. I like to see the same old names in my paper. Of course I always see a very large or striking advertisement and notice many new ones in the summer time, but the regular advertisers soon become friends."

The farmer is a great man for old friends, and every seedsman

or general advertiser who wants steadily increasing business should have at least a small advertisement represented pretty well through the year.

As proof of the efficacy of summer advertising, we know that one of the biggest agricultural papers gets most of its new subscriptions through advertising to the farmers in the summer months.

BIG MERGER OF TRADE PAPERS

A large and important merger of class journals will be completed on May 1 by the formation of a \$7,500,000 holding company, called the United Publishers Corporation, to take over three groups of trade publications, most of them in New York. These are an iron and steel unit, represented by the publications of the David Williams Company, including *The Iron Age*, *Iron Age Hardware*, *The Metal Worker* and *The Building Age*; a dry goods unit, represented by the publications of the Root Securities Company, and including *The Dry Goods Economist*, *The Dry Goodsman*, *The Dry Goods Reporter*, *The Boot and Shoe Recorder*, and other papers; and an automobile unit, represented by the Class Journal Company, and including *The Automobile*, *The Motor Age*, *The Commercial Vehicle* and the *Blue Book*. Nearly all of these are published in New York. *The Boot and Shoe Recorder* is published in Boston, and *The Motor Age* in Chicago.

The organization has been brought about by I. A. Mekeel, of the Root Securities Company, who has associated with him Condé Nast, of *Vogue*, *House and Garden* and *The Travel Magazine*. These magazines are not included in the merger, which is purely a trade paper organization.

The directors of the new corporation are, besides Messrs. Mekeel and Nast, Charles T. Root, who is the president; H. M. Swetland, Charles G. Phillips and W. H. Taylor.

Mr. Root is president of the Root Securities Company and of the David Williams Company. Mr. Phillips is associated with Mr. Root in the management of these properties.

Mr. Swetland is president of the Class Journal Company and of the Federal Printing Company. Besides his present holdings, he has in the past owned a number of different trade papers.

Mr. Taylor is treasurer and general manager of the *Iron Age*.

All of the publications, with the exceptions noted, are now housed under one roof in the Publishers' Building, at 239 West Thirty-ninth Street, which is owned by another company, in which the same interests are represented, and are being printed by the Federal Printing Company, which occupies several floors in the same building. *The Iron Age* has only lately been moved up from Park Place, but has one of the handsomest sets of offices.

The co-operative arrangement between the various members of the present merger has been growing from year to year, and is now carried to its logical conclusion by placing the stock of the three companies in a holding company. The union is to secure economy, uniformity and permanency of policy and does not imply any change in the business and editorial management of the various publications mentioned. Each will continue separate, as before, and develop along its own lines, while profiting from the infusion of new blood and new ideas.

Large economies have already been effected by the closer physical grouping of the properties. The same storehouses and stockrooms serve for all, and the same printing plant, which is entirely modern in every respect, and so complete that even the stocks and bonds needed for the merger are being engraved and printed on the premises.

Still larger economies will be made possible by the merger, in the purchase, for example, of paper stock, ink, and other supplies and in the conduct of agencies in other cities. This was one of the main arguments for closer union.

Another cogent reason was the desire on the part of the younger element in the organization to develop the enterprises to still greater possibilities.

The resulting organization is a close corporation—a publishers' organization, as the name implies. The voting power is vested in a voting trust of three, and the management in the directors.

As soon as the arrangements for the merger were completed, about the middle of March, Messrs. Root and Phillips left for a trip around the world.

An interesting feature of the merger is Mr. Nast's connection with it. He has not heretofore entered the trade journal field, and the extent of his activity remains to be seen. That the enterprise will derive great benefit from his association with it is assured.

CHICAGO ADVERTISING TALKS

The first of a series of talks on advertising by men prominent in the profession was given April 7, at the central department, Chicago Y. M. C. A., by H. Walton Heegstra, advertising counsel for John V. Farwell Company, who discussed the question of advertising a merchandise jobbing business. R. R. Shuman, advertising manager, Liquid Carbonic Company, spoke on April 14. Other speakers will be Seth Brown, editor of *Standard Advertising*, April 21; J. L. Shilling, secretary, Lamm-Shilling Company, April 28; W. D. McJunkin, president of the McJunkin Advertising Agency, May 5; John Lee Mahin, president, Mahin Advertising Agency, May 12; Andres N. Fox, advertising manager, Benjamin Electric Company, May 19, and Byron Bolt, Johnson Advertising Corporation, May 26.

J. Clyde Marquis, agricultural editor and instructor in agricultural journalism and advertising in the University of Wisconsin, has resigned and accepted a position with the Curtis Publishing Company, of Philadelphia.

Advertisers in general are indebted to Mr. B. W. Parker for the interesting circulation talk which follows

—Reprinted by permission from his recent booklet "COMMENT"

"One outcome of the recent postal rate agitation is a manifest disposition on the part of space buyers generally to scrutinize more closely general circulation values.

This is a healthy sign. If a medium puts forward its claim to share in an advertising appropriation on the basis of a certain distribution, it should be in a position to prove not only size, and to a degree quality, but also show that in securing said circulation it had not employed methods that would lessen its publicity value. Let us consider a typical instance.

John Jones lives in Oskaloosa, Iowa, and has been paying \$3.00 a year for a certain magazine because he wanted it. He learned through a circular that he can get his favorite periodical and another that he doesn't particularly care for, for \$4.00. He pays the extra dollar because he has been taught that "readin' matter" is a good thing to have in the house. Is John Jones' advertising response to publication No. 2 as probable as it was in the case of No. 1? By no means, but advertisers have been paying as much for a cut rate circulation as the value-for-value kind.

The foregoing isn't a roast on anybody. We concede gladly that most circulations are a good buy at card rates. But it's up to the advertiser who signs the checks, and the agent who counsels him, to study circulation values as they've never been studied before.

Mr. Solicitor, we accept your circulation figures, and we won't quarrel with your rate if you'll show us that your distribution is on a basis of because-we-want-you and not bargain-counter, nor bless-you-me-boy."

Every copy of each issue of

THE RED BOOK Magazine

sells at its full price through sheer merit of appeal of the publication itself. There has not been a parallel in circulation building with any magazine of similar character.

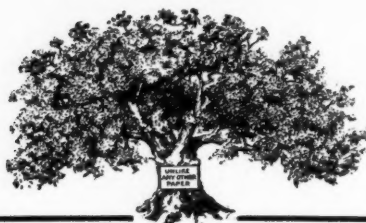
THE RED BOOK Magazine is the one publication that incorporates in its entirety the conceptions of the best known litterateurs of the day.

The numerical claims, therefore, of THE RED BOOK Magazine, definitely indicate the appeal value of its total circulation. Our readers buy each copy because of its 100% interest value—

Not because of cut rate inducement on clubbing lists or premium schemes.

THE RED BOOK Magazine's circulation is of the kind that receives substantial tribute from prominent advertising men, who make a student's analysis of conditions governing the successful placing of publicity accounts.

THE RED BOOK CORPORATION
Publishers
CHICAGO



A good reason for not getting business.

One of our advertisers has written us:—

"You will be pleased to know that we cannot continue it owing to the fine returns we got from the October one which has nearly cleaned us out of all we care to sell.—We are planning to increase our breeding stock and will start in the Spring and run our advertisement monthly. We naturally feel grateful to the Farm Journal."

It puzzles many people who are not especially familiar with the Farm Journal to account for its wide circulation, its hold on its readers, and its great advertising efficiency. If these people would only take a few copies, read them carefully and get in the spirit of them they would have no trouble in understanding our success and that of our clients.

Nothing succeeds like sincerity.

The June issue, more than 760,000 copies at \$3.50 a line, closes May 5th. It is up to you to send in your order as we employ no solicitors.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

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WHY RETAIL SERVICE FOR NATIONALLY ADVERTISED GOODS IS POOR

SOME DRAWBACKS WHICH OPERATE
AGAINST BETTER SERVICE—HOW DE-
PARTMENT STORES TAKE SALES-
PEOPLE FROM EACH OTHER—A CON-
STRUCTIVE SUGGESTION FOR NA-
TIONAL ADVERTISERS

By W. R. Hotchkin,

Advertising Manager, Gimbel Brothers,
New York; formerly with John
Wanamaker.

The question of the education of the salespeople in department stores is, I think, one of the most important subjects for those national advertisers to consider whose products are sold through department stores. When this question is discussed theoretically, very little advancement is made, because it is discussed so frequently by people who are almost totally ignorant of the inside conditions.

After an intimate experience with department store management, its selling and its advertising, for a quarter of a century, one sees the weakness of the position taken by the ordinary critic. In the first place, the selling force of any very large retail establishment must be largely mercurial. Where 6,000 or 7,000 employees are required to take care of the selling, there are, of necessity, frequent changes. It is also impossible for a general store to pay high salaries to such a great selling force. In fact, it would be impossible for the products of the country to be distributed at the low prices for which the vast majority of them are sold if a large additional expense had to be added to the cost of distribution.

Those who understand this problem realize that large experience is not necessary for the selling of a very great percentage of the merchandise handled. They also realize that at times merchandise which would seem to require handling by expert salespeople must be sold by people who have very small knowledge

of the goods. This is because there are certain days when such large quantities are sold that no organization could afford to employ a sufficient number of experienced salespeople to handle it properly; and it is necessary to place in that department contingent forces to take care of the large crowds.

Experience has amply demonstrated that what merchandise is sold below its regulation price, requires very little selling ability beyond that necessary to make out the sales check and to take the money. Of course, it is a different situation when some special device is being sold, that requires expert demonstration, and it would seem that all national advertisers would need to come to the point where they will supply their own demonstrators for the exploiting of their patented articles.

Those manufacturers who are making the largest successes are already applying this method; for instance, in a store like Gimbel Brothers, when an important article is placed on sale, the manufacturer should supply a demonstrator, thoroughly educated in the selling of the article, for the first few weeks, or perhaps permanently. This demonstrator could educate the other salespeople so that, in a short time, a very capable force would be provided. It is only just that the manufacturer should take upon himself the expense of this education, which is, most largely, for his individual benefit.

Take, for example, an article like the Victor Talking Machine, or the Kodak, which is sold in a great many stores in every large city. If the expense of educating these salespeople is assumed by the individual firm, they are likely to discover that these salespeople are wanted by other concerns as soon as they become efficient. This means that, after bearing the cost of education of the salespeople, they are likely to be lost to other concerns who are willing to pay a little more salary because the investment has been made by the concern who edu-

cated the salespeople. Or else the result is that a very much higher salary must be paid by the concern which has already paid considerable in the educational work.

Now, if this cost in education is assumed by the manufacturer, it would not make any difference to him where a sales person is employed, because he will be working for the same manufacturer, wherever he may be. The successful manufacturer realizes this point, and is very glad to supply demonstrators who will educate the selling force. Manufacturers who do this work have no cause for complaint about having their goods properly presented to the public. Manufacturers who do not do this have only themselves to blame for their shortsighted policy.

In my experience with some of the best stores in the country, and in my knowledge of what other stores are doing, I am prepared to state that tremendous efforts are being made to educate all the salespeople to do efficient work. When it is understood that 1,000 or 1,500 entirely new salespeople must be employed for short-term work, during an extra busy season, it will be seen how impossible it is to have them all up to the highest standard of efficiency.

There are times when the large stores are compelled to employ people without experience for the busy spring season, or during a holiday rush preceding Christmas. It is very fine to see the matter of salesmanship studied and analyzed in a thorough manner as it is being done by such men as Mr. Kenyon and others, interested in the great Sheldon School. And I think that the efficiency of this work of education can be multiplied many times when the inside conditions of a big retail store are more thoroughly understood, and their work is directed more definitely toward the working out of conditions as they are, rather than from the superficial criticism of the customer who stands in front of the counter.

SAMPLING BY SLOT MACHINE NOW

Plans have been completed for the consolidation of practically all of the important automatic vending-machine manufacturers in this country and a large number of manufacturers of chewing gum and other specialties distributed in this way into a single organization, which is to take a large part in the retail candy and chewing gum field, using the slot machine devices largely as an advertising and sampling medium through which to create a market for the large packages of the same goods which will be sold over the counter.

The new company, which is to be known as the Autosales Gum and Chocolate Company, will have a total capitalization of from \$7,000,000 to \$10,000,000 in bonds and stock. The company already has an underwriting of \$2,500,000, or more than the amount required to put the plan into operation, and it was said at the office of Charles R. Flint & Co., New York, who are the organizers of the enterprise, that the new company expects to begin business before the end of April.

The consolidation, which will take in eighteen companies already operating in the vending machine field, will market, besides the products of these concerns, the chewing gum specialties of the American Chicle Company and the San S. n Chicle Company.

The eighteen companies comprised in the consolidation control at present some 250 trade names and brands. Among the largest of the companies taken in are Stollwerck Brothers, the Colgan Gum Company, the Bon Bon Company, the Newton Gum Company, the Franco-American Chocolate Company, and the Franco-Swiss Chocolate Company. The manufacturing companies are the International Vending Company, the Boston Coin Machine Company, the Union Vending Company, the Automatic Beam Scale Company, the United States Coin Lock Company, the New York Coin Operated Machine Company, and the Individual Drinking Cup Company.

These concerns control the patents for vending and weighing machines of all kinds from the penny-in-the-slot variety to the machines taking higher denominations of coins, and cover the distributing field all over the country.

The company will start in with about 200,000 machines, and will immediately reorganize the operating methods so as to cover a wider field and at the same time increase the efficiency of machines through frequent inspection.

A large part of the profits which the organizers expect to result from the consolidation will come from the savings in operation, but one of the largest factors, Charles R. Flint's representative said, would be the building up of an over-the-counter business in larger packages. All of the goods sold in the slot machines will be facsimiles in miniature of the larger packages which the company will manufacture.

THE IRON HAND

In its Bulletin No. 2411, the American Newspaper Publishers' Association gives the place of honor to the following: "We think that the letter sent to one of our members from Runkel Bros., chocolate manufacturers, 440 West Thirtieth Street, New York, justifies the caption, 'The Rawest Yet.'"

"Some ten days ago we requested Lord & Thomas to send to all the newspapers with whom we have advertised a news item pertaining to our proposed new plant in Elizabeth which will be one of the largest of its kind in the country.

"We sent this to you believing that you would be glad to print this article in your paper to show your appreciation of the fact that we designated you as our medium for advertising in your locality. Most of the papers have responded, but up to the present time we have not noticed any article from you on this subject, though many papers have favored us with a very nice write-up.

"If you do not think that we are entitled to this small remuneration and consideration, we will act accordingly in making our appropriation for advertising this coming September, and see if a competitive paper will not be more obliging than you.

"If the article sent you by Lord & Thomas has been printed, we would appreciate if you would send us a marked copy of the same. If you have not printed this article, it is not too late now."

This was sent in reply:

"We consider this letter anything but diplomatic. In the first place we did not receive any notice or request from Lord & Thomas to publish the notice you refer to. Secondly, you are not advertising with the — at this time, and finally, we would say that we consider it anything but good taste to accompany a request for free notice with a threat."

In the office of one of the largest and most successful advertisers in the United States sits a man with an important job but without a title. He is, in fact, "The Official Killer of Fool Correspondence." At three o'clock in the afternoon the office boys begin placing on his desk all outgoing letters. No letter is allowed to go out until it bears his rubber-stamped initial. It is his business to see that any letter couched in undiplomatic or otherwise objectionable phraseology is properly rewritten. He gets a good salary and he earns it.

Making Friends

There are many thousands of Ladies' World readers who are sufficiently interested in advertising to write us concerning articles they have purchased through having seen them advertised in this magazine.

As an example we produce the following extract from one of many letters sent to our editor:

"Gentlemen:

"I can highly recommend all breakfast foods put up by the Quaker Oats Co., having been a user of them for many years. They are very nourishing and easy to digest. There are some foods on the market of which one tires, but this is not so with Quaker Oats.

"Mrs. E. S., Forest Park, Ill."

Advertisers using The Ladies' World have made a host of friends in over 600,000 homes where this publication is more than welcome.

THE
LADIES' WORLD
NEW YORK

NEWSPAPER PUBLISHERS GATHER AT NEW YORK

PRESIDENT TAFT TO SPEAK AT JOINT
BANQUET—PRESIDENT RIDDER TO
RETIRE—PRESS AGENT END TO BE
DISCUSSED

The annual joint convention of the American Newspaper Publishers' Association and the Associated Press, in session this week, has become a national event, long looked forward to.

Publishers began arriving as early as last week, and are filling the corridors of favorite hosteleries.

The programme started Monday morning, when the Associated Press directors went into session for the quarterly meeting; while the advertising agents' committee of the A. N. P. A. adjusted disputes between members and agents and "recognized" several new agents; while the directors of the A. N. P. A. prepared their annual report.

On Wednesday morning the twenty-fifth annual session of the A. N. P. A. began, with President Herman Ridder in the chair. Officers will be elected Friday afternoon. The programme for the meetings, in charge of Charles W. Hornick, general manager of the *San Francisco Call*, is especially good this year. Questions of circulation, labor, paper, inventions, press agents, advertising and other topics are being debated by the members. President Herman Ridder read an instructive paper on the application of the now popular doctrine of efficiency to newspaper plants.

During the past year twenty-seven new members were elected, making a total of 302; \$50,000 were collected by the association from debtors and 9,777 inquiries answered. Advance notices of failures were given. President Ridder has declined a renomination, and it is expected that Bruce Haldeman, of the *Louisville Courier-Journal*, now vice-president, will be elected to the president's chair.

The great interest of the publisher's annual pilgrimage to New

York always lies, however, in the joint banquet to be held Thursday night. President Taft will be the chief speaker; J. R. MacKay, president of the *Canadian Press*, Ltd.; Wm. Barton, Northrup, K.C., member Canadian Parliament; H. E. Manuel de Zamcona, Mexican ambassador; Dr. David Jayne Hill, ambassador to Germany; and Nicholas Murray Butler, president of Columbia University, will be other speakers. The toastmaster at the banquet will be Oswald Garrison Villard, editor of the *New York Evening Post*.

BOSTON CONGRESS IN 1912

The fifth conference of the International Congress of Chambers of Commerce will be held next year, as announced, in America, at Boston. Many important questions will come before it, and many governments will officially participate.

The permanent bureau informs the Boston Chamber that as a result of the London Congress last year the Swiss Government has decided to invite the world's governments to an international diplomatic conference on the reform of the calendar and the establishment of a fixed date for Easter.

The International Diplomatic Conference, held at the instance of the Congress last year, for the discussion of the unification of the laws on bills of exchange and promissory notes, has agreed on a preliminary draft of international convention and unification. This conference will also discuss uniformity of legislation on checks, which was one of the subjects on the programme of the London Congress.

As a further result of the London Congress, it is also expected that the British Government will take some favorable action to assure international enforcement of judgments and arbitration awards pronounced in foreign countries.

At the London Congress the question of direct representation of commerce and industry at official conferences and international economic congresses was the subject of very serious and favorable discussion.

"This," says the Boston Chamber of Commerce, "shows the great official importance of these congresses, which, in their influence in world organization, have been often compared to the international conferences of the Interparliamentary Union."

Harold S. Star, who has been associated with *Hampton's Magazine* for the past four and a half years as New York City representative, has resigned to accept a position with the *Currier Publishing Company*, beginning May 1, as New York City representative of the *Woman's World*.

A Peaceful Mexican Says

Cuatotolapam Ver, Mexico.

Srs. Farm and Home,

Marzo 3 de 1911.

Muy Srs. míos:

Descando comprar una encubadora para cria de (gallinas) pollos, y sabiendo que Uds. me podian dar el nombre y direccion de algunas Compañias que las fabriquen; me permito molestarles para que me hagan favor del nombre de algunas de ellas.

Sin otro asunto de momento y anticipaudoles las gracias, tengo el honor de ofrecerme a sus ordenes.

De Uds. su afmo atto y SS., C. ROMAN.

Mr. Roman's letter, which is translated below, is similar to many requests we receive from our subscribers, all showing their willingness and ability to buy from advertisers in FARM AND HOME

Cuatotolapam Ver, Mexico.

Farm and Home,

March 3, 1911.

My dear Sirs:

Desiring to purchase an incubator for hatching eggs and knowing that you could give me the name and address of some companies which manufacture them, permit me to trouble you for a favor of the names of some of them.

Having no other business of importance, and thanking you in advance, I hold the honor of offering myself

Your most obedient servant, C. ROMAN.

We mention this Mexican inquiry because it shows the widespread influence of

FARM AND HOME

the leading national twice-a-month farm paper of this country—read by the very best of the highest type of progressive farmers and their families *the country over* because of its really interesting, practical, adaptable reading matter. That's why every copy of its guaranteed

500,000 Circulation

goes into the home of an interested reader. FARM AND HOME pays the best known advertisers, general as well as agricultural. Send for sample copy—see why it pays.

THE PHELPS PUBLISHING COMPANY

Myrick Bldg., Springfield, Mass.
1209 Peoples' Gas Bldg., Chicago

315 Fourth Avenue, New York
335 Palace Bldg., Minneapolis

NEW YORK ADVERTISING AGENTS ORGANIZE

PERMANENT ASSOCIATION FORMED ON APRIL 19—BOSTON AND CHICAGO AGENTS SIMULTANEOUSLY ORGANIZE—PROSPECTS OF A NATIONAL ASSOCIATION TO PROMOTE THE INTERESTS OF THE ADVERTISER—LIST OF MEMBERS

Fifty-one New York advertising agents have formed an organization known as the Association of New York Advertising Agents, "to promote good advertising and to co-operate with other organizations to that end." The final steps were taken Wednesday, April 19, at a dinner at the Aldine Club.

Progressive spirits among the agents met to discuss the different phases of the proposition March 17 at a dinner at the Aldine Club given to them by S. Keith Evans, of the *Woman's Home Companion*, who has been active in the affairs of the Quoin Club, the association of magazine advertising men. Those who attended were of the unanimous opinion that in spite of previous failures of these agents' organizations the time was ripe to form a permanent association along broad lines. Representatives of Boston and Chicago agents were present and similar organizations have been formed in those cities. The logical outcome will be a national association of advertising agents, all working together to promote constructively the interests of advertisers.

A committee representing the sentiment at this dinner of March 17 was appointed to prepare a simple set of by-laws and to invite New York agents doing a national business to consider their adoption. This temporary committee of ways and means consisted of A. W. Erickson, Frank Presbrey, Collin Armstrong and O. H. Blackman.

As a result of their efforts fifty-one New York City agents were represented at the dinner on April 19, forty-four by personal representatives and seven through letters expressing sympathy with the objects of the association and

a willingness to co-operate. The list of these agents is as follows:

Allen Advertising Agency.
Amsterdam Advertising Agency.
Armstrong, Collin, Adv. Co.
Ballard & Alvord.
Bates Advertising Co.
Batten, George, Co.
Blackman-Ross Co.
Broomfield, P. B.
Calkins & Holden (Inc.).
Charles Advertising Service.
Cheltenham Advertising Service.
Colton, Wendell P.
Cone, Andrew, Gen. Adv. Agency (Inc.).
Dauchy Company (Inc.).
Debovoise, Foster, Co. (Inc.).
Decker, Henry, Ltd.
Doremus & Co.
Doremus & Morse
Dyer, Geo. L., Co. (Inc.).
Erickson, A. W., Adv. Agency (Inc.).
Gould, M. P., Company.
Guenther, R.
Hamblin, W. F., & Co. (Inc.).
Hicks Advertising Agency (Inc.).
Hull, W. H., & Co. (Inc.).
Ironmonger, C.
Lesan, H. E., Adv. Agency (Inc.).
Levin & Bradt.
Manufacturers' Publicity Corp. (Inc.).
Metropolitan Advertising Co. (Inc.).
Morgan, J. W., Adv. Agency.
Presbrey, Frank, Co. (Inc.).
Richards, J. A.
Seaman, Frank (Inc.).
Sherman & Bryan (Inc.).
Siegfried Company.
W. F. Simpson Adv. Agency (Inc.).
Sternberg, H. Sumner, Adv. Service.
Storm, J. P.
Street & Finney (Inc.).
Trades Advertising Agency (Inc.).
Urmy, Louis V.
Volkmann, M., Adv. Agency (Inc.).
Van Cleve, George.

After a brief general discussion of the usefulness of an agents' association, the by-laws were submitted, discussed in detail and referred back to a committee to submit them in final shape at the first annual meeting, the date for which was set for May 16.

It was decided that the management of the association should be vested in an executive committee of five. The following committee was nominated and unanimously elected:

Wm. H. Johns, Vice-president, of the Geo. Batten Co.

Ralph Holden, of Calkins & Holden.

H. E. Lesan, of the Lesan Advertising Agency.

Walter R. Hine, Vice-president, Frank Seaman, Inc.

Frederick H. Siegfried, of The Siegfried Co.

LONDON ADVERTISING MAN
HERE TO STUDY GROUND

"A part of my mission here is to study the ground for English manufacturers," said Hugh Evan Smith, director of a large English advertising agency, in addressing the Chicago Advertising Association, on April 13. "It may be," he continued, "that your tariffs in the near future will be so regulated that English manufacturers can afford to spend money here in creating a demand for their goods. I feel that in doing what I can to encourage advertising relationship between the two countries much will be accomplished in cementing the friendship of the two English speaking races.

"Chicago has taught Europe much of the art of advertising," he said. "Over in England we feel that our country and all Europe owes a great tribute to the United States for the lead it has taken in advertising methods. The introduction during recent years of some of these methods in my country has provoked a spirit of emulation which has been most helpful. Largely owing to this fact, we have improved the bulk and character of our advertising to a great degree, and the last ten years has shown a wonderful advance.

"As typical of the attitude of emulation which obtains in England when American methods are introduced, we may view the reception of your former merchant, Mr. Selfridge. His 'grand entree' advertising at the time of the opening of his London store fairly dazzled our people. Never before had they seen a full-page advertisement of one house. The bulk and character of the advertisements of his competitors at once began to reflect the character of the newly introduced methods.

"The value and necessity of advertising in this country seems far better understood, and your solicitors in consequence have a rather easier time than we have in England. There, first of all, we must educate the business house concerned to the point of realizing the importance of any advertising at all. Here it seems to be generally understood that any business house that wants to 'make good' must advertise, and advertise liberally. On the contrary, many an old-established house in England thinks it beneath its dignity to advertise and so suffers in consequence.

"This idea, however, is gradually dropping out, and I have found myself successful in inducing some English manufacturers, whose specialties a hundred years ago were household words, but who have not advertised to the rising generations, and as a result have lost ground, to re-establish themselves by energetic advertising campaigns. Satisfactory results followed invariably.

"Even in a parliamentary election last December, for the first time in history, the two great rival parties employed the advertising columns of the press to announce their programmes."

Wm. R. Ellis, formerly of the editorial department of the Boston Herald, has been appointed advertising manager of that paper.

"The Standard Paper for Business Stationery"—"Look for the Watermark"

When You Order Stationery

take heed that the actual quality of the paper outweighs every other consideration. Whether your order is large or small, it is essential that you select

OLD HAMPSHIRE BOND

Do this, and there is no danger of your becoming displeased with your stationery when only half of it is used. Old Hampshire Bond never changes and pleases forever.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.

Write for it on your present letterhead.



Hampshire Paper Co. SOUTH HADLEY FALLS MASSACHUSETTS

The only paper makers in the world making bond paper exclusively.

Made "A Little Better than Seems Necessary"—"Look for the Watermark"

HOW "MOXIE" IS GETTING JOBBER CO-OPERATION

BEVERAGE COMPANY USES CONFIDENTIAL PRINTED LETTER TO AWAKEN THE WHOLESALESALE TO THE PROFITS THAT LIE IN CREATING SALES FOR THE DRINK—FIGURES OUT THE ACHIEVEMENTS OF ONE WAGON OPERATOR IN FIFTEEN YEARS—THIS CITED AS PROOF THAT JOBBER ALSO CAN BENEFIT BY ADVERTISING AND PUSHING THE PRODUCT—THE MOXIE COMPANY'S CONFIDENTIAL LETTER TO DEALERS

By George B. Headley.

It has been left for the Moxie company to attempt to induce the jobber to do some sort of creative work. Most manufacturers who have suffered rebuffs after running smack up against the sullen inactivity of the wholesaler have joined in the cry: "Eliminate him." They would as soon expect a leopard to change its spots as to hope that this peculiarly bothersome member of modern economic society would try to do any really creative work in the selling of merchandise.

The daring hopefulness of the Moxie company is better indicated when it is known that it is suggesting to the jobber how he actually may do a little flirting with that hussy, Advertising, who has been the cause of all his troubles. Perhaps the very temerity of the request will compel response. Again, perhaps Moxie's kindly attitude, contrasting, as it does,

with the whacks visited upon the jobber by many of Moxie's advertising contemporaries, will warm his heart and so lead him to conning the new A B C's of selling.

The particular Aladdin's lamp by which the Moxie company hopes to achieve a miracle is a communication in booklet form, entitled, "A Confidential and Personal Letter to Moxie Jobbing Agents." The com-

pany comes right out from under cover in the first paragraph and says that "from time to time we have endeavored to impress you with the importance of dividing your city into districts and running teams for the exclusive sale and advertising of Moxie.

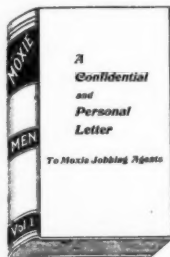
"Believing," the writer goes on to say, "that some statistics relative to this will be appreciated, we have taken the results of one of our teams for a period of fifteen years, or from 1896 to 1911."

Then follow a dozen pages demonstrating how one Charles Norton built up his Moxie business—an interesting story of business-building, phrased in terms that are understandable by the jobber. The simple, progressive narrative causes one to reconsider and think that, after all, Moxie may not be making a Quixotic charge upon a windmill.

It is explained that the territory over which the Moxie company operates teams is divided into districts, so arranged that the team reaches each customer from once to twice a week. In 1896, the jobbers are informed, Mr. Norton sold and delivered 8,495 one-half cases of Moxie. His route showed a consistent and healthy increase until 1907, when 23,179 one-half cases of Moxie were sold and delivered. He had worked his route up to 1,300 customers.

Then, in answer to those jobbers who had complained that their Moxie accounts were not showing enough profit, there is

given an interesting statement of the amount of business Mr. Norton did in dollars and cents. On the basis of \$2.15 a case Mr. Norton in fifteen years did a gross business of \$447,250.65. Other interesting facts are given, such as the total number of pounds Mr. Norton handled in that time, the number of miles traveled and the number of glasses represented by the amount he had cared for.



HOW THE TALK TO
JOBBER IS FRAMED
(FACSIMILE OF BOOK
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Again
THE CHRISTIAN HERALD
leads
all the Periodicals
in Percentage of Increase
of Automobile Advertising
in 1910

Why?

Because automobile manufacturers are beginning to realize that they can sell a larger number of small-town prospects through The Christian Herald at less cost than through any other national periodical, as there is no other high-class medium having so large a proportion of small-town quality circulation—*i. e.*, 86% in towns of less than 25,000.



Advertising Manager

Mr. Norton, it is emphasized, operated a wagon which was really an advertisement on wheels and, moreover, made himself useful in distributing printed matter to stores. What he did, any jobber can do. Intelligent development of this kind pays very greatly, as any jobber can ascertain who figures a bit.

The whole expository-appeal is painstaking and so written that it cannot fail to interest a matter-of-fact wholesaler. Whether the demonstration is powerful enough to cause him to imitate Mr. Norton is something which the company is anxiously waiting to find out. Certainly the appeal to the jobber's reason is skilfully made and ought to produce results if results are not wholly unobtainable.

This confidential letter to Moxie jobbers, which is signed by F. M. Archer, of the Moxie company, puts the matter squarely up to them in this way at the end:

We cannot too strongly urge upon you the importance of districting your city or territory, operating a delivery wagon for the advertising and delivery of Moxie, and calling upon your customers often and regularly. If you do that, we believe it is beyond argument to reason that you would not enjoy the same sales, profits and progress as we have illustrated.

Having tried thus to stimulate the jobber to action, the Moxie company prepared and sent out a pamphlet entitled "Confidential to Retail Dealers." Part of this is given up to a printed letter from Mr. Archer "to our esteemed patrons in New York city," wherein something interesting is said about the extent of the Moxie billboard campaign.

Much is made of the contract that calls for the posting in New York City of 200,000 sheets of Moxie posters. Effort is made to have the retailer understand what a lot of advertising this is. He is told that these posters will require 12,500 gallons of thin paste. Two hundred thousand posters, the letter goes on to point out, would inclose an area of more than 487 square miles which would be greater than the combined area of New York, Brooklyn, Jersey City, Newark, Eliza-

beth and Yonkers. This amount of paper would inclose more than 330,000 acres. It is estimated that it will require fifty men one month to do this posting.

Having thus made vivid the quantity side of its advertising in Greater New York the writer of the letter suggests that the retailer who likes figures calculate how many men would be required to post the 200 tons of posters used in the national advertising outside of New York City.

The writer goes into these facts and figures to make the dealer understand how much effort the company is using in order to get customers into a Moxie store, where he hands money to the dealer. An incidental word is then said about the additional advertising which the company is glad to put into the hands of the dealer—cut-outs, fountain signs, trays, etc.

The last two pages of this unique dealer-argument, which has more originality and less of the hackneyed appeal than most dealer efforts, carry "exhibits" in the form of acknowledgments from the posting company and the lithographic company of orders for posting and for posters.

The last paragraph of the lithographing company's acknowledgment is not without interest, proving as it does the extent of the activities in one advertising direction of a firm operating on a national scale:

You may be interested to know that in the last few years we have shipped you about four hundred thousand pounds (400,000 lbs.) of Moxie posters, which would be equal to three million, two hundred thousand sheets (3,200,000), or enough, if posted side by side, to enclose an area of practically one hundred twenty-five thousand (125,000) square miles; enough to entirely enclose the combined areas of the states of New York, New Jersey, Maryland, Rhode Island, Pennsylvania, Connecticut, Delaware, and more than 2,000 square miles in addition.

AUTO HITS CONVERSE D. MARSH

Converse D. Marsh, president of the Bates Advertising Company, New York, was knocked down in Fifth avenue Easter Sunday by an automobile owned by J. W. Earle, president of the Union Typewriter Company, and suffered a fracture of the right leg.

THE ADVENTURES OF A CONSUMER IN ANSWER TO ADVERTISING

BALTIMORE, April 18, 1911.

Editor of PRINTERS' INK:

Your article in the issue of April 13 regarding distribution was very interesting to me.

Now is a ripe time for national advertisers to heed such pointers.

And your article reminds me of an experience that happened several days ago.

I read an attractive and well-worded advertisement in the *Ladies' Home Journal*, April issue.

It advertised the Burson Stocking.

After reading the advertisement, it occurred to me that my wife would be interested in that particular style of stocking.

She was, and wrote to the manufacturer for dealer's name and address.

Herewith is what happened to her:

ROCKFORD, ILL., Apr. 14, 1911.

Dear Madam:

In reply to your inquiry of April 12 would say that we sell our stockings through the wholesale houses and do not know, therefore, the retailers that may be regularly handling them. We do have information, however, that they are regularly kept at the store of Hochschild, Kohn & Co., of your

city. Should you not find there what you want, they will doubtless secure the particular style for you; or if not, we shall be constrained to furnish them to you direct.

BURSON KNITTING COMPANY.

After you have let it sink in, notice the explanation of their method of distribution.

Mighty interesting to consumers who have not studied the distributing problem, eh?

Note further: "We sell our stockings through the wholesale houses," etc.

Do they sell *wholesale* to consumers?

Last, but not least, note particularly the very cordial invitation to fill orders direct. "We shall be constrained to furnish them to you direct."

Why in Helen Blazes did the Burson people attach their address to the advertisement if they have no list of retailers handling their product?

And the chances are their advertising is creating good business for them—but I am afraid it is not getting much help from the follow-up department.

Really, I am too deeply moved for further utterance, so I turn this interesting data over to you.

Please deal gently with them—and let me know date of execution.

CLARENCE DANKMEYER.

Station L, Baltimore.

P. S. The Burson products did not come up to their advertising. We are still wearing the "Onyx" brand.

The
George L. Dyer Company
42 Broadway
New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

HOW MUCH CREDIT CAN ADVERTISING JUSTLY CLAIM?

SELLING ORGANIZATION IS THE
BACKBONE OF BUSINESS—THE
DANGER OF CLAIMING TOO MUCH—
THE SIGNIFICANCE OF BICYCLE
HISTORY—ADDRESS BEFORE SPHINX
CLUB

By M. P. Gould,

Of M. P. Gould Advertising Agency,
New York.

It is a common practice to say that advertising and selling are the same. They are not, so far as I can see. If you read in a weekly a double-spread ad and you like the article as recommended there, buy it, and then recommend it to six friends; and if they in turn recommend it to others after buying, and altogether forty-three machines are sold—did advertising do all this? It is customary to claim that it did.

If you had bought some other and inferior machine after reading an ad which, let us say for the sake of argument, was just as good advertising copy as the other, and after purchasing it, you did not recommend it to others; and if as a result, not forty-three, but only *one* machine stood to the credit of that response to advertising: are we going to credit advertising for this, too?

The first sale is made through the advertisement, but the rest, being made on the quality of the product, are based on selling. It has been common practice to credit almost everything to advertising. Such practice hurts advertising because it is foolish. If you try to sell advertising to sensible manufacturers and you are one of those who credit too much to advertising, they will call you sellers of blue sky and hot air. And they ought to, because you are not talking sound business.

I know an automobile manufacturer who last year sold \$10,000,000 worth of cars. The way he apportions his expense is one-third to manufacturing, one-third to selling, one-third to profit. He

is spending \$175,000 a year on advertising, which he figures is a five per cent appropriation. He has a perfect selling organization, and do you suppose that that five per cent is selling his cars? It is not. His perfect selling organization is selling them.

We may get some very significant information from the bicycle industry. This big industry, most people think, died for lack of advertising—the common report being that when combinations occurred and advertising was cut down, desire disappeared and sales fell. As a matter of fact, the bicycle industry failed in spite of advertising, and the trusts and combinations were formed only for the purpose of trying to save the industry. It died because it was not on a stable selling basis, not for lack of advertising.

But observe what has now happened. An association which manufactures bicycle "parts" was organized to put the bicycle back on its feet, and it will astound most persons to discover that more bicycles were sold in 1910 than were sold in the heyday of the bicycle craze; 485,000 bicycles were sold last year. One firm alone sold 75,000 last year. But that firm has its selling organization perfected, and bicycles are now marketed with highly efficient selling organizations. You can now see bicycle advertising beginning to creep into the magazines. Manufacturers are becoming ripe for advertising, their selling organizations being now in the right shape.

When advertising men will cut out the talk of advertising as a mysterious power and assist in organizing businesses on a firm selling basis, and advocate advertising as the keystone, the extra power, we will have twice as much advertising. The greatest incubus upon advertising development today is that advertising is not used properly. One reason for that is that we have so many "special interests" in advertising. Magazines, billboards, street cars, moving pictures, samplers, and a great range of special interests are arguing, many of them, for the whole

pie or none. If they should begin to develop perspective and work for the interests of advertising as a whole, more broad and important developments would occur.

When we say that advertising has "made" the talking machine, or the player-piano, or what not, we are puffing ourselves. Down at the bottom it is the product; its keen human interest, its powerful inherent appeal to our American temperament and condition of prosperity. And when such things are shrewdly and adroitly sold, when the selling organization is in fine shape, advertising has merely held up the light to such products. If it has done this efficiently, it has performed a vital work, but it has merely rounded out the framework which is the real support of the structure.

Is it advertising which puts American shoes into foreign marts with such irresistible appeal? It is *not*. It is the wonderful *shoe machinery*, the *style* put into the product, and the keen, able *selling organization* developed by leading shoe concerns. On top of that good advertising gives it impetus. As Uncle Henry says, "The best advertising is the least advertising—if it is enough."

HOUSTON HAS AN AD CLUB

At a meeting of the advertising men of Houston, Tex., April 11, an advertising club with seventy-three charter members was formed. The club will be affiliated with the Associated Advertising Clubs of America as soon as a charter can be applied for after perfecting the organization. Officers were elected as follows: President, Oscar Wells, cashier Commercial National Bank; vice-president, S. E. Sims, of Sims & Laeverenz, clothiers; secretary-treasurer, S. L. Sykes, of the Galveston-Houston Interurban Railway. Committees were named to adopt a constitution and by-laws and to suggest a suitable name for the organization.

A delegation from the Dallas Advertising League aided the organization of the Houston Club.

A delegation of eleven business men of Galveston also attended the meeting to witness the work of organization with a view to organize an advertising club in the Island City. The Houston Club will meet weekly at noonday luncheons.

Albert Weissenbach, advertising manager of W. A. Wieboldt & Co., has resigned to go West for his health, and will be succeeded by R. G. Perkins.



Business is battle. Will you choose your battlefield where your early occupation of it gives you the advantages of choice, etc., or will you hurl yourself in frenzy on the intrenched position of your competitors?

When an opportunity to capture the making of a magnificent market for your goods is yours for the taking, do you take it?

The UTICA

SATURDAY GLOBE

goes each week into over 140,000 homes of solid, substantial folks, largely in the smaller cities, towns and villages of interior New York, New England and adjacent states.

The solid, substantial nature of the publication, its helpful, confidence-inspiring record of nearly a third of a century, makes it a resultful business messenger for those who have worthy goods to exploit. It surely opens up the splendid market referred to above.

Please ask us to tell you more about it.

We are at your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

The Sto William C. Ser

SIX ADVERTISING TALKS are furnished weekly to one good newspaper in a city—NOT NECESSARILY to the newspaper having THE LARGEST, the SECOND largest, or even the THIRD largest circulation—but to a NEWS-PAPER OF CHARACTER in each city—a newspaper THAT IS WILLING TO STAND for decent advertising, for straight advertising rates, and FOR CO-OPERATION with national advertisers.

The money received for the Advertising Talks is used in an effort to develop NATIONAL ADVERTISING for the chain of newspapers printing the Talks.

Thus far, the newspapers printing the Talks have received from The William C. Freeman Co., 5,200 lines of HOTEL RECTOR advertising and 1,095 lines of ONYX HOSIERY advertising—BOTH EXCLUSIVE PIECES OF BUSINESS.

The money received by the newspapers for these two pieces of business, AMOUNTS to \$20,000—within a few thousand dollars of the total amount paid by the 49 newspapers for the service for a whole year.

The William C. Freeman Co. WORKS IN HARMONY with advertising agencies and special representatives of newspapers, and whatever business is created is turned over to them WITHOUT ANY COMPENSATION WHATEVER from them to the Company or to any member of the Company.

The William C. Freeman Co. DOES NOT receive from the newspapers printing the advertisements secured by it ANY COMMISSION WHAT-

ry of the Freeman Co. vice

EVER—its ENTIRE SOURCE OF REVENUE coming from the weekly amounts paid it by the newspapers that have contracted for the stories.

Two men of wide experience in the advertising field, each a high salaried man, are constantly making efforts to develop national advertising for this list of newspapers.

One man, Mr. H. N. KIRBY, who had an experience of seven years on the Butterick Publications—who understands the magazine field thoroughly—who knows how magazines develop so many accounts for themselves in the national field—WHO NOW RECOGNIZES THE GREAT FORCE OF NEWSPAPER PUBLICITY—is an enthusiastic worker for this list of newspapers.

Another man, Mr. W. J. FAWCETT, who had a newspaper experience for several years in Pittsburgh and made his mark there—who afterwards was associated with the N. W. Ayer & Son Agency, Philadelphia—who more recently was the advertising manager of the Philadelphia Times—is also an enthusiastic worker for this list of newspapers and A GREAT BELIEVER IN THE VALUE OF THE NEWSPAPER for national advertising.

The general management of the Company is under the personal supervision of Mr. William C. Freeman, who writes the daily Advertising Talks, and who has been for a quarter of a century an earnest advocate of newspaper advertising.

A general working force is maintained IN OFFICE 3,006, SINGER TOWER, NEW YORK.

CALKING UP THE PRESS-AGENT LEAKS

NOW THAT NEWSPAPERS ARE "WISE" TO HIS MANNER OF APPROACH, THE GETTER OF FREE ADVERTISING IS ENTERING INTO EVIL DAYS—SOMETHING ABOUT FAKE NEWS "SERVICES" AND "BUREAUS"—A LIST OF ARCH OFFENDERS

If the bulletins of the A. N. P. A. are any sign, the news editors of the country are developing a nose for advertising as well as a nose for news. It used to be deemed sufficient if the man on the desk had the news scent highly developed; but under the tutelage of the A. N. P. A. the desk men are coming to have a hearty contempt for publicity filchers, and to co-operate more effectively than ever with the national association. As a result A. N. P. A. bulletins spread the news of press-agent attempts almost as soon as they are tried.

But the lure of free publicity engenders ingenuity.

The seekers after free publicity have approached the editorial fort from its most vulnerable side—its need and keen desire for news. Hence, there have arisen "news services" which in reality mask free-publicity propagandas. One of these is the Auxiliary Press Service, Rand-McNally Building, Chicago, which a while ago sent out "news" about fraternal insurance. One paper in reply mailed its rate card. The "Service" thereupon wrote expressing its astonishment that any paper could overlook "news" of such importance as the item it furnished. It contended that publication of matter touching public concern as did this was of prime interest to readers.

These press services, so-called, are nothing if not A1 in their ingenuity. William Dinwiddie, 63 Wall street, New York, asked free publication of a story about a new automatic fire-alarm device, manufactured by the International Electric Protection Co., New York. Was he feazed when many papers refused to print the mat-

ter? Not at all. He was sufficiently in earnest to do a little follow-up work. Here is the way in which a late A. N. P. A. bulletin puts his perseverance:

Presumably because so few publishers acceded to the request, Mr. Dinwiddie has sent a second circular letter inquiring as to what disposition was made of his copy. He reminds them that he inclosed a two-cent stamp for its return in case it was not considered available, which sounds like an intimation that publishers who did not return the manuscript thereby obligated themselves to publish it. He rather artlessly adds: "Inasmuch as I have heard nothing from you I am presuming that you used the article, and therefore am asking you to be good enough to forward me five copies of the issue containing it with bill for same including postage." It is indeed praiseworthy of Mr. Dinwiddie voluntarily to suggest payment for copies even if not for the printing of his copy.

The Sterling Debenture Corporation, of New York, has, among other interests, to care for the promotion of the Telepost Automatic Telegraph Co. There is reason to suspect that the National News Service is really the publicity department of this corporation, for this service has been industriously pouring forth its weekly grist of free publicity for the Telepost concern, as well as for some other Sterling Debenture wards.

An old acquaintance of advertising men reappears in the person of Frederick L. Perine. Perine was formerly publicity getter for Standard Oil and achieved the special notice of advertising men because of his long attempt to get commissions direct. Now that Standard Oil has probably changed its ways, Perine joins up with a Fifth avenue, New York, realty concern, and, evidently to get "something started," submits a quarter-column of self-puff "for insertion in your reading columns." In return for the favor he promises to be grateful and to make such material recompense in the future as he can.

Even the hardened newspaper editors muttered "gall" when they received from the Maldurmin Importing Co., 213 West Twenty-eighth street, New York, an artless request that its display ad-

advertisement of Damier Chewing Gum be inserted twice for nothing. The company states that it is merely desirous of giving the newspapers a chance to compete for paid copy that will be sent to those that furnish business.

These are only star samples of second-story attempts made the last three weeks by concerns anxious to get advertising without paying for it. But newspapers are coming to appreciate vividly that the more free publicity they give the less paid advertising they get. They are also becoming very, very tired of begging, stealthy, publicity getters, as witness this letter:

M-F Company,
Detroit, Mich.

Gentlemen:— . . . You ask that our name be added to our mailing list, so that all publicity printed in the ——— in the interest of the E-M-F 20, and Flanders 20 cars may be credited to us.

Right at this point we wish to express to you our kindest feelings, but don't you think it somewhat nervy to ask a newspaper even for publicity, whereas you have never given us any advertising or reason to expect any of our business?

The facts are that about 260 newspapers belonging to the American Newspaper Publishers' Association have become so sick and tired of this publicity stunt of the automobile concerns that we have requested your concern, as well as others, not to send us publicity matters. . . . We have no space to give away, and we don't presume you have any cars to give away.

. . . As a newspaper, the ——— is the leading publication in this city, and we call your attention to our rate card and circulation statement, and trust to have your valued business on the same basis that we take that of other concerns.

It is safe to say that, should these press agents be effectively shut out of the newspapers, the concerns they represent would pay money to get into the newspapers. Some concerns now pay for their advertising in the magazines and try to get it free from the dailies.

According to L. B. Palmer, manager of the A. N. P. A. in New York City, the copy specially to be guarded against is that coming from potash companies, canners, fireproofing companies (brick, terra cotta, hollow tiles, cement, reinforced concrete),

Mutual

The Woman's
Home
Companion
guarantees the
reader to the
advertiser;
the advertiser
to the reader.

SYRACUSE

Syracuse, N. Y., April 12, 1911.

Mr. Paul Block,
250 Fifth Avenue,
New York City.

My Dear Mr. Block:

It is a pleasure to congratulate your office and the POST STANDARD COMPANY upon the record-breaking volume of foreign business which you sent to us during the month of March;—not alone in foreign advertising, but in local advertising and circulation as well, the record for March just passed exceeds the record of any previous month.

With all good wishes, I remain,

Very truly yours,

W. E. Gardner,
Publisher, Post-Standard.

The circulation of the POST-
STANDARD is now nearly 43,000
net copies per day, which is about
45% greater than the published
figures of any other Syracuse
Newspaper.

PAUL BLOCK, INC.

CHICAGO NEW YORK BOSTON

NEW YORK

New York, April 8, 1911.

"Paul Block, Inc.,
250 Fifth Avenue,
New York City.

Dear Mr. Block:

I want to congratulate you and your staff on the alertness, thoroughness and high efficiency shown in handling the general advertising of the Evening Mail.

Through your organization, we are kept in instant and intimate touch with all that is going on among advertisers throughout the country. This knowledge in itself is of great value, aside from the notable increase you have made in our advertising from this field.

Very truly yours,

(Signed) Henry L. Stoddard,
Publisher, The Evening Mail.

The New York Evening Mail is
forging steadily ahead in both cir-
culation and advertising.

The first three months of 1911
show a remarkable increase over
the same period in 1910.

PAUL BLOCK, INC.

CHICAGO NEW YORK BOSTON

express companies (anti-parcels post), and companies promoting Alaska and Brazil.

In addition may be mentioned the following which have been unusually persistent: California News Service, Campbell News Service, Century Syndicate, Consolidated Publicity Bureau, Houston Press Bureau, Manufacturers Publicity Corporation, National News Bureau, Official Press Bureau of Switzerland, Pacific Coast News Bureau, Press Service Company, August Wolf, of Spokane; Raymond F. Ayres, New York; H. L. Harris, New York; E. C. Snyder, Washington, D. C., and Atherton Brownell, New York.

The good will of the powerful industries that pay for their advertising is a most profitable thing for any newspaper to have. The best way of earning this good will is to scotch the press agent. Every time a newspaper prints a charity item, it hurts the cause of its firm supporters—its advertisers.

OPPOSE REGULATIVE BILL

Manufacturers, wholesalers and retailers of Pennsylvania are more or less exercised over a bill, known as the Salus bill, which has passed one branch of the Legislature, and which provides that all products usually sold by weight and measure must be sold by standard weight and measure, and must bear a statement of the weight and measure upon the label.

Various trade organizations throughout Pennsylvania are uniting to oppose the bill. These organizations favor a bill to accomplish the general object aimed at, but want it a national law, in order that all states shall be on the same footing. They commend the Mann bill, H. R. No. 29,866, introduced in the last session of Congress as an amendment to the National pure food laws.

The Poor Richard Club, of Philadelphia, objects to the bill for similar reasons, and these further ones: That it does not allow for shrinkage and reduction in the weight and measure of merchandise, due to evaporation, chemical changes, etc., and other natural conditions which are in no one's control; and for the reason that it will in its present form make the retail and wholesale dealer subject to heavy criminal penalties for shortages in weight and measure which they do not pack, weigh or measure, and the weight or measure of which they cannot control or influence.

A new monthly poultry journal has appeared in Des Moines, *The Golden Egg*. E. L. Beck is the editor. T. H. Hall, of the Des Moines *Daily News*, is business manager.

WALTHAM COMPANY PRICE- MAINTENANCE SUIT

Alleging an infringement of patents, in that certain watch movements have been sold in violation of the price contracts at which they are placed on the market to be sold by the retail trade, the Waltham Watch Company has brought action against Charles A. Keene, New York, in the United States Circuit Court, New York, to restrain him from selling any sixteen-size watch parts, or watches containing the parts, at less than certain scheduled prices.

Mr. Keene, says his attorney, is determined to sell merchandise at his own price and in his own way.

The Waltham Watch Company has brought action similar to the one commenced against Montgomery Ward & Co. and Sears, Roebuck & Co., both mail-order houses of Chicago, and these actions are now in the courts.

The Waltham Watch Company has another and somewhat similar suit against Mr. Keene, which was started in the state courts of Massachusetts and transferred to the United States Circuit Court of that district, temporarily restraining the defendant from advertising certain of its watches under certain conditions.

SWIPING THE OTHER MAN'S CUSTOMERS

THE DAYTON MOTOR CAR COMPANY
AUTOMOBILES

DAYTON, OHIO, April 18, 1911.

Editor of PRINTERS' INK:

I noticed a news item in one of the daily papers of a scheme which was tried by the merchants of Worcester, Mass. They opened what they called a County Advertising Campaign, running free shopping excursions from the town of Spencer. The special cars used carried big banners inscribed "Free Excursion to Worcester, Worcester Merchants' Ass'n." It is said that about 350 shoppers from Spencer took advantage of the opportunity and that they have planned to run similar excursions from other nearby places.

This is all very nice for Worcester, but what have Spencer merchants to say about it?

But the particular point in this that interests one who has been championing Parcels Post for some time is this: same "Worcester Merchants' Ass'n" is fighting Parcels Post "because it will kill the small retailer in the outlying districts."

It is to laugh.

GRIDLEY ADAMS.

NEW ENGLAND UPLIFT ORGAN

New England Character is the name of a small magazine, the first number of which has just been launched by the Griffiths-Stillings Press, Inc., of Boston, the purpose of which is to promote a thorough understanding of New England quality among national and foreign buyers; to spread amongst New England employees a feeling of individual pride in building up New England, and to encourage good will toward the employers.

TOLEDO

Toledo, April 10, 1911.

Dear Mr. Block:

The foreign business for the **BLADE** during March was wonderful! It was great work!

Have you also noticed the remarkable gains made in the local advertising?

Very truly yours,

H. S. Thalheimer,
Gen'l Mgr., Toledo Blade.

THE TOLEDO BLADE continues its wonderful growth in circulation and advertising.

The local advertising is breaking records every month.

The bills for foreign advertising in March, just passed, were nearly \$4,000.00 greater than for the month of March, 1910.

Everybody who wishes to advertise successfully in Toledo and its territory uses the **BLADE**.

PAUL BLOCK, Inc.

CHICAGO NEW YORK BOSTON

ST. LOUIS

St. Louis, Mo., April 3, 1911.

My dear Mr. Block:

Our March gains in high class paid advertising have been remarkable.

In the foreign advertising field alone, the gains you made were over 15,000 lines above last March, and I hope you will accept my best congratulations not only for yourself, but for your staff, both in New York and Chicago.

Very sincerely,

Edw. L. Preetorius,
Publisher, St. Louis Times.

THE ST. LOUIS TIMES has been a success for a long time, and every month not only passes the same month of the previous year, but is nearly always a record breaker over any previous month in the history of its business.

PAUL BLOCK, Inc.

CHICAGO NEW YORK BOSTON

THE MAKING OF A PROFESSIONAL TOWN BUILDER

RANGE OF CHARACTERISTICS REQUIRED—NO MOLLYCODDLE NEED APPLY—SURVEY OF A BIG FIELD OF NEW OPPORTUNITIES THAT OFFERS JOBS OF MEN'S SIZE STRICTLY—A VIEW FROM THE "INSIDE"

By *M. L. H. Odca,*

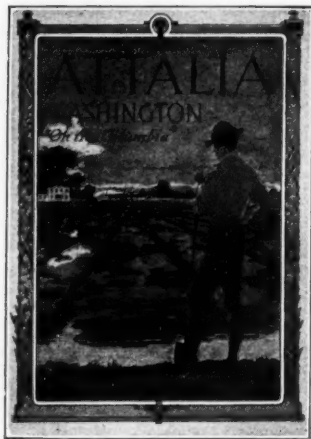
Manager, Hamilton, Mont., Chamber of Commerce.

It is difficult to trace the origin of most commercial executives, although we know that most of us are ex-newspaper men, and we know that journalism is a closely allied vocation. In our national organization, the American Association of Commercial Executives organization, we find thousands of newspaper men. The newspaper, then, is one of our schools of the present, and it offers the best training for our immediate graduates.

The commercial executive of to-day, he who has graduated

the business man, the actor, the lawyer and the physician. Idealistic, yet practical, he must fetch forth for his audience a healthy comedy. Or, with studious dissection, he must be the physical adviser of a town. Politic, prudent, sagacious, humanitarian, fervid, he must present his ideals to a sympathetic congregation. He must carry them spiritedly to their anticipated climax. He must overlook the discouragements of poor "properties" and see only the blaze of communal realization. He must be a near-comedian presenting to his people the sort of an optimistic spectacle they demand. For, whoever heard of a tragic publicist? He must watch the varying symptoms of the town and recommend such antidotes as municipal reorganization, industrial expansion, smoke abatement or public service rates. He must minister to the moral needs of the city and seek its salvation through parks and playgrounds, housing, art commissions, city planning and charities and corrections. Above all, he must be versatile, resourceful and buoyant.

I am not saying that all commercial executives do possess these traits, for it is an exceptional man who is conversant with every angle of this most angular profession. At the last clinic of the American Association of Commercial Executives, nearly every participant was a specialist. Some were ministerial, being specialists in town development. Some were flamboyant representatives of convention towns. Some were shrewd seekers of new industries. Others specialized in deep waterways, traffic bureaus, public utilities or country life. Perhaps no profession has a greater range of distinctive branches. At the great annual clinic, with its delegates from most every corner of North America, the Hon. John Barrett, Director-General of the Pan-American Union, lectured on "How to Get More Trade from South America." Other lectures, by specialists of national renown, included "Going After New Industries," "Co-operation Between

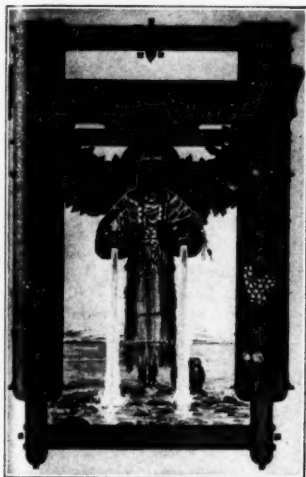


GOOD COVERS ARE THE RULE IN PACIFIC COMMUNITY BOOST LITERATURE

from the newspaper, the press bureau or the advertising agency, is a composite of several professions. Temperamentally he has combined the arts of the minister,

Shippers and Transportation Lines," "Foreign Trade," "Cutting Out Advertising Graft," "City Beautiful," "Development of New Territory," and "Sentimental Factors in City Development."

We are ever moving, ever endeavoring to attract a distant com-



INTERESTING DECORATIVE ART ON BOOK-LET COVER

munity with our work. Our field is so broad, our competitors so distant, that we are forced to display our services over a large territory.

And right here comes an important factor in the training of a good commercial executive. Unlike his colleagues, he is the only one of his profession in a town. He does not have the close stimulation of competition, for his fellow-workers are scattered all over a great country. He must always make an effort to assimilate and localize national plans.

In face of his struggle in individualism, he must create a sympathetic audience. He can do nothing if his town decides that it will not grow. A minister can do nothing with a man if that man has already decided that he will be absolutely wicked. A physician can do nothing if his patient in-



SYRACUSE, with its thousands of skilled and well-paid workmen of typewriter, automobile, piano and other high-grade lines of output, is a splendid market. It is also the centre of a populous and prosperous section.

SYRACUSE is a city of good newspapers. It has three live, aggressive dailies that stand high among the "big newspapers of the country."

The Syracuse Evening Journal

has, by sheer force of merit and accomplishment, taken first place in this splendid field. Its growth in circulation (it is now running over 35,000 copies daily) has been phenomenal.

Its growth in advertising has kept pace with its circulation growth.

We have facts and figures in this connection with which we can demonstrate conclusively the method by which we can practically assure the success of an advertising campaign to cover Syracuse and vicinity.

We are at your service, any time, anywhere.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

sists upon being sick. But if the town, the transgressor or the patient show any signs of redemption, the commercial executive, the minister or the physician can accomplish results.

When a commercial executive takes up his work in a new town he must enter it with a receptive mind. He must immediately take on the color of his surroundings. Having stifled religion and politics from his public nature, he must incorporate into his life all the essentials, thoughts and ideals of his new field. His ambitions must be those of the community. A quick survey acquaints him with the most essential requirements and time gives him insight into the functions that he must perform. From the beginning he is paid for optimism and he must always forget the backward-pulling forces, believing with all his might in a happy future for his town or community. His discouragements must be counterbalanced, sometimes by most frivolous recompenses and the personal satisfaction he derives from some success must overshadow all obstructions.

The new profession, with all its vacillating requirements, its stern demands and its essential idealism, offers an open field for alert young men, for the demand for good commercial executives is steadily increasing and the branches of the profession are expanding. There is an unbounded future for the man who goes "through the mill," for he will find himself equipped with many varied experiences and he will find that his once professional optimism will have become a woven-in-the-woof feature of his character. He must be prepared for a course in rebuffs, unappreciated ideas, and limited actions. Also, he must have the happy faculty of magnifying his successes so that they will remunerate him for any and all of the disadvantages. And if he lives up to the accepted ethics of his profession he will find his occupation one of great happiness, filled with good deeds.

W. S. Child is now connected with the W. Montague Pearsall Advertising Agency, New York.

DAVID LEE TAYLOR DINED BY SIX HUNDRED FRIENDS

Advertising men from all sections of the country gathered at a banquet given at the Blackstone Hotel, Chicago, April 17, in honor of David Lee Taylor, president of the Taylor-Critchfield Company. The occasion was Mr. Taylor's forty-fourth birthday anniversary. Lafayette Young, Iowa's retiring United States senator, was the chief speaker at the banquet. He was preceded by Dr. Charles William Burkett, editor of the *American Agriculturist*, and Hal S. Ray, assistant general passenger agent of the Rock Island Railroad. Robert H. Davis, of *Munsey's Magazine*, was the last speaker.

"Our guest of honor this evening," said Mr. Young, "is one of nature's true aristocrats. His title does not rest upon the count or recount of the ballots at an election. He is not a formal aristocrat whose title may be taken from him by the donors when they feel so disposed. His title is one that by conscientious and tireless effort, since he entered business, he has conferred upon himself. He is the esteemed head of a large business, the loved head of a family and a 'hail fellow well met' with his friends.

"It is thinking of his and your type of man that makes me want to apologize for having left your field of endeavor to serve in the United States Senate.

Dr. Burkett said his long association with Mr. Taylor had made him feel that his acquaintance is one of the best men he had ever known.

"Mr. Taylor is the solid, all-gold, down-to-the-ground kind of a man that the world needs," he said. "He is a credit to every institution with which he has ever been connected. His work in the advertising field has made him hundreds of friends all over the Union.

Then the speaker urged the advertisers to unite and combat Postmaster General Hitchcock's efforts to make changes in the postal regulations governing postage on magazines carrying advertising.

Mr. Ray lauded Mr. Taylor as the "advertising man who stood for above-board methods all the way through the game." He said:

"The day of 'blue sky' is gone, and with it has vanished the 'blue sky' advertiser. The new men with a greater regard for morality have taken their places, and foremost in the new crowd is Mr. Taylor."

Robert H. Davis concluded the formal part of the programme with humorous stories and then several of the banqueters, including B. C. Sammons, vice-president of the Corn Exchange National Bank, and Mr. Critchfield, Mr. Taylor's partner, were called on for informal speeches.

Topical songs were rendered during the banquet by the Advertisers' Quartet, and appropriate slides were thrown on a screen at one end of the large hall while the toastmaster, J. R. Woltz, introduced the speakers.

The banquet was attended by about 600 guests.

Farm, Stock & Home

MINNEAPOLIS, MINNESOTA

is the only Minnesota or Dakota Agricultural paper that puts its money against its own circulation statements.

For a great many years FARM, STOCK AND HOME has had \$100.00 up with Printers' Ink, to be forfeited if a false circulation statement was made. When FARM, STOCK AND HOME states its circulation at

100,000

you can bet that it has it. If circulation is a factor in determining the selection of mediums, then a 100,000 circulation that you *know* about, should be better than 140,000; 90,000 or 60,000 that you must guess about, especially if you can buy space cheaper per line per thousand in the 100,000 circulation than you can in the guesswork kind.

THE SELLING POWER OF "BIG COPY"

THE PSYCHOLOGY OF SIZE IN FORMULATING A CAMPAIGN—OPPORTUNITY TO TELL THE STORY—THE LAZY HUMAN MIND—FROM ADDRESS BEFORE DETROIT AD CRAFTERS

By Clarence Vredenburg,

Director of Copy, Charles H. Fuller Company, Advertising Agents, Chicago.

Is it wise to use big copy throughout an advertising campaign? By "big copy" we mean full copy, copy with heads and subheads, plenty of paragraphs, anti-c'limaxes and climaxes, pro and con, presentation, discussion and conclusion, giving the reader much of the whole story with every possibility developed to its best, all organized, balanced, proportioned.

This kind of copy represents some of the largest current advertising campaigns. It has been determined that in the hands of experts it becomes an exceedingly fascinating vehicle for selling argument—one that offers the seasoned campaigner the free and full play of all his powers of expression and argument.

Of course, we know of many advertisers who start the campaign with a full page, then run down the scale of halves, quarters, eighths and rate holders. Such advertisers are not "big copy" advertisers. The bulk of their campaigns is made up of six-inch single-column newspaper "readers." We will consider only the advertiser who makes "big copy" the distinct character of his advertising.

Let us answer this question by considering, first, the value of a policy; second, the effect of "bigness" within the copy; third, the effect of "bigness" outside the copy.

Our primary consideration, then, is the value of a policy.

A clear and exact knowledge of what advertising must accomplish never fails of a policy. If it does not coolly calculate it and run in it as in a groove, then it

follows it out of sheer consciousness to the end to be reached. The shortest distance between two points is a straight line. The straight line in advertising is a policy. That the shortest distance between a buyer and a seller is a logically correct policy becomes an axiom in advertising.

A policy once definitely established harmonizing with that of the sales department, and the whole complexion of the business, often is the solution of almost all the problem. We know that herein largely rests the secret of the failure of the advertiser ignorant of advertising and of the success of the advertiser keen to its fundamentals.

We have arrived at our second step—a discussion of the effect of "bigness" within the copy when "big copy" is a definite policy.

"Big copy" implies big space. Big space with "big copy" always permits imposing display and arrangement. Mere size is a matter of proportion. Proportion always leads to comparison. The human mind has always been impressed by the larger size. "Bigness" creates a favorable impression at first sight. In a man, combined with personality, it is convincing and in an advertisement, combined with strong display and vital text, it likewise predisposes the reader.

"Bigness" involves size, as a proportion, and fullness as to wording. It therefore appeals to more than a sense of proportion. It invites more than comparison. It predisposes by more than a preponderance of space. It has space and display and text in the same proportion; therefore adds a distinct personality, which, in the correct combination, convinces after it predisposes.

The brain is the laziest organ of the body. Thinking, in the average person, requires unusual effort. The mind will not come to the idea. It must be aroused. The material must be furnished. The idea must come to the mind. The more size, contrast, exposition, the more likely is the average mind to be impressed and the more likely is the average mind

Display Advertising

IN THE

Boston Newspapers

Having Daily and Sunday Editions for the first three months of 1911 compared with the same months in 1910.

PAPER	TOTAL COLS.	COLS.
AMERICAN -	4,232 ¹ / ₄	Gain 412 ³ / ₄
POST - - -	4,140	Loss 194 ¹ / ₄
GLOBE - - -	4,088	Loss 31 ³ / ₄
JOURNAL - -	2,161 ¹ / ₄	Loss 314 ¹ / ₂
HERALD - - -	1,784 ³ / ₄	Loss 873 ³ / ₄

In addition to the display gain the American GAINED during the same period 130 3-4 columns in classified advertising.

The Boston American Has the Largest Circulation in New England

Evening and Sunday Now Over
380,000

THAT TELLS THE STORY

EASTERN REPRESENTATIVE

JAMES C. DAYTON
225 5th Ave., New York

WESTERN REPRESENTATIVE

FRANK P. FUOSS
235 West Madison St., Chicago

to be given an actually lasting first impression.

We easily recognize herein a vital argument in favor of "big copy" as a policy to be pursued relentlessly. All of us recognize why the "big copy" campaigns of certain national advertisers have made permanent buyers while we are convinced that shallow copy, meager wording and small space in these cases might have been inconsistent in results, because many times they leave no lasting impression.

It is the way of the world to grant precedence to things which are big. In the minds of men, the trend of the times is toward bulk. Whether it is a corporation, a political party, or a sum of money, a steamship, an earthquake, or a fire in a block of tenements, the average mind does not analyze to find causes and then arrive at results. It accepts the verdict of the majority, follows with the mass, bows before the great, worships a power.

The "big" advertisement is the one that commands attention. It is the one that takes precedence over the smaller spaces. It is the one that with the big display, big copy, big thoughts, grips the attention, inspires respect and confidence, and produces conviction. It is the one that accomplishes the most for the advertiser in the first glance. It is the one that leaves an impression, whether it is read or not—an impression that classifies the advertiser with the other big space users.

"Big copy" does more. It permits the organization for the prospective buyer of all the selling arguments. As a policy it allows the constant development and amplification of this organization. It carries an imposing front because the copy writer has grasped every detail of his subject and arranged all into a coherent whole so that the reader receives the full force, the whole broadside of what is in favor of the advertised goods. He sees a heading emphasizing the saving to be made at once, a subheading reminding him that thousands of people recommend this purchase

to him, text that describes the goods and offers proofs.

Another subhead sets forth a reason why the article will pay for itself when purchased, another calls attention to an iron-clad guarantee and another to a handsome free book, which the reader is urged to write for at once. Under all these subheads is text emphasizing the importance and advantages of each and the combined force of all is to give the reader the conviction that he ought to have the article and that the least he can do is to write for the very attractive free book. Thus a stranger is converted into an inquiry and consigned to the tender mercies of the follow-up. This organization, planned within one piece of copy, may be extended in a series with different aspects of the whole subject turned inside out for the daily, weekly or monthly consideration of readers.

"Big copy," as a policy, therefore, exhausts the advertising possibilities of any subject. Herein, its peculiar function is discovered. It does more toward accomplishing actual sales for many mail-order and merchandising accounts than any other type of copy or copy policy. In fact, it is impossible for a lesser kind of copy to do the work of "big copy" for these classes of advertisers. It ought to be as "big copy" as possible if it is going to sell goods direct by mail. It ought to be "big copy" if it is going to send a customer to a dealer with his mind made up to buy the advertised article. It must be "big copy" to get a volume of inquiries on which it is possible to effect sales with the first letter in the cases of a large number of merchandising accounts.

All advertising is education. A "big copy" policy educates, because it develops the subject, turns it inside out, gives all the details—makes the reader understand. Each piece of "big copy" repeats sufficiently to make up for any failings of his memory, gives sufficient detail to answer all his questions and to enable him to send in his order more fully satis-

led than he would be if acting on much less knowledge.

No advertising policy has ever failed simply because it was a "big copy" policy. In considering advertising successes and failures, it becomes almost self-evident that if the copy failed it was due to causes other than that the copy was "big copy." An insufficient product, poor argument, poor display, too much copy for the space may be blamed, but "big copy" organized and attractive has never been the cause of an advertising failure. On the contrary, many notable instances in the advertising successes of recent years demonstrate that a "big copy" policy has been the salvation of many an advertiser and many a product.

The additional cost of space and preparation in a "big copy" campaign is always justified if the advertiser is equipped to derive the full benefit of all the results coming from the advertising. Of recent years many successes in agricultural and industrial advertising, notably land, railroad materials and machinery accounts, have had the effect of classifying certain subjects as "big copy" subjects and no one would dare compete with the present advertisers in their lines without inaugurating a "big copy" campaign and adhering strictly to a "big copy" policy.

It is interesting to compare the competitive effect of a "big copy" policy to that of a small copy policy. Here comes the "big copy" advertiser. His very approach is bristling. You can see his whole armament—the thirteen-inch guns looming out of mighty battleship and the rapid-fire artillery speaking from the turrets. He opens up on you with a booming claim:

"TEN THOUSAND AMERICAN HOUSE-
WIVES RECOMMEND MY EMPIRE
SEWING MACHINE TO YOU."

He tells you the why. He tells you the wherefore. He quotes your customers. He imagines your experiences, sympathizes with you, then holds up to you your awful wastefulness of your time, your strength and money in

**It means money in the
pockets of the advertiser—**

An investment in Leslie's Weekly.

Proof:

**An advertiser invested
\$247.50 in Leslie's and
received 28 orders
amounting to \$2151.00.
This advertiser says that
it is *the best on his list.***

**We have many similar
letters from our advertising patrons.**

**Are you profiting by
Leslie's Weekly advertising columns?**

Leslie's

ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN
Advertising Manager
225 Fifth Avenue
New York

CHARLES B. NICHOLS
Western Manager
Marquette Building
Chicago

neglecting to use his sewing machine. He presumes to tell you what your husband thinks about it. By this time, if you are not a hardened and unsentimental housewife, you are awakening to the wonderful realization that the Empire Sewing Machine is really delightful, helpful and interesting and when he mentions a 100-page, illustrated book—"How to Make Your Own Dresses on the Empire Sewing Machine," you have forgotten Wheeler & Wilson, and the rest. You want the book and are going to have it. And the coupon and the trial offer do the rest.

The maker of the Empire actually sells you a sewing machine. And, wonder of wonders—you have forgotten all about that forty-one story building down in New York City.

The maker of the Empire, in his copy, has created a beautiful ideal with your home as the setting and the Empire as the center, and you as the judge. The competitor who simply showed you his sewing machine with a picture and a few scattering words gave you the impression that he was but one of the rest of the sewing machine makers. The Empire maker stood out alone.

If one manufacturer among several using small copy breaks out from the ranks and launches a "big copy" policy, the others in time are bound to follow suit. Their best success in neutralizing the good effect of his change of policy lies in so doing. Take the present advertisers in all mail-order lines and merchants and manufacturers generally who advertise in mail order and agricultural papers.

The experience of these advertisers during the last twenty-five years has been a constant demonstration of the efficiency of "big copy" just as big as money and space allow. To be more specific, I refer to the advertising of home furnishings, foods, cleansers, machinery, wagons, automobiles, paints, medicines, and the rest which suggest the names of well-known advertisers. And while we must not forget that many of these lines are represented by ad-

vertisers who adhere strongly to the shallow copy idea—to the value of a name, a reputation, an impression given and carried with a picture and a few words, yet the man who wants to get results direct from his advertising is using "big copy."

If he runs a few rateholders on the "There's a Reason" order—or a few pages of scanty copy, he's taking most of his time preparing other "big copy" advertisements to make sure that he has covered the ground.

This consideration of the effect of a "big copy" policy on competition leads into another important phase of this subject. That is in the introduction of articles by the advertising of "free" books, samples or trial offers. A large proportion of the manufacturers and merchants who advertise "free" goods use "big copy." They wish to impress consumers with the unusualness of their offers. They wish consumers to appreciate how conscientious they are in making and pricing their goods.

The manufacturer or merchant advertising to back up his distribution does well to depend on "big copy" because it takes a possible customer of one of his dealers and prepares that customer for that dealer. Instead of going to the dealer with little knowledge of what he is going to ask for, the prospect has its features at his finger tips and he is substitution-proof as well as in many cases "sold" before he enters the store.

The advantages to the dealer are obvious. His sales are automatic. He does not have to spend time explaining. He becomes more of an order taker. The "big copy" reaches into his store and educates him and his clerks. It affords them the talk that helps to move the goods when talk is necessary. The "big copy" enables him to do better local advertising. These features must be recognized by every manufacturer and merchant who is going to back up distribution effectively.

A "big copy" policy pays in organizing advertiser, dealer and consumer for the economical transfer of goods.

Educating Nebraska Dealers

***"It was one of the surprises of this campaign that the farm journal advertising brought replies of which 8 PER CENT. WERE FROM DEALERS."*—Angle Mfg. Co.**

One of the eight farm papers used by the Angle Manufacturing Company in this campaign was the NEBRASKA FARMER.

There are 2,000 Nebraska Dealers, in addition to 40,000 prosperous Nebraska farmers, who pay in advance for and read the NEBRASKA FARMER.

The large circulation of the NEBRASKA FARMER amongst dealers, is the result of a Campaign of Education in which we urged the importance to them of handling and pushing articles advertised through the farmer's favorite paper.

Send for a copy of our booklet, "The Results of One Year's Campaign to Nebraska Dealers." This contains all kinds of information regarding the articles sold by dealers to farmers—this information being given by the dealers themselves.

The NEBRASKA FARMER is owned and published by farmers who own and operate 50,000 acres of Nebraska land.

During the latter part of May we will be represented on a trade excursion, touring the state, and shall be glad to furnish special information from dealers upon request.

NEBRASKA FARMER, Lincoln, Neb.

Under the Editorial and Business Management of S. R. McKelvie

MEMBER

New York Office
S. E. LEITH, Mgr.
5th Ave. Bldg.



Chicago Office
F. A. DENNESON, Mgr.
Steger Bldg.

BIG RETAIL CO-OPERATIVE PLAN UNDER WAY

UNITED STORES ASSOCIATION, WITH
FORMIDABLE BACKING AND TALENT,
IS ORGANIZING STORES IN NEW
YORK—WILL NOT MANUFACTURE
—UNIQUE PLAN OF OPERATION

The "United Stores Association" is the name of a \$1,000,000 corporation which has just opened extensive offices in New York, with the aim of introducing into this country the co-operative movement that has been so successful in England and some European countries.

The object of the association is to enable all the responsible New York retailers of groceries, dry goods, drugs, shoes, hats, meats, bread, milk, clothing, to buy together, advertise together, deliver together, etc., with a view to reducing the cost of doing business, and allowing the association to distribute monthly from its offices at six per cent rebate from the amount of their purchases, if they become members of the association.

The men actively engaged in promoting the United Stores movement are C. M. Wessells, who organized the Grocery Allied Trade Press and harmonized the relations of the National Association of Retail Grocers with national advertisers; Roland Onifroy, who organized the Pacific-American Fisheries Company; C. Paul Magenlocher, of the executive staff of the International Correspondence Schools, of Scranton, Pa.; Walter S. Pope, formerly Eastern manager of the Royal Baking Powder Company and afterwards a member of the firm of John Scott & Co., wholesale grocers of Philadelphia; Charles D. Roehr, president of the Magazine & Book Company; E. F. Olmsted, formerly advertising manager of the Shredded Wheat Company; George W. B. Fletcher, president of the Mitchell-Fletcher Company, retail grocers of Philadelphia; Hon. P. F. Egan, ex-minister to Chile; and George W. Kenyon, president of

the Sackett-Wilhelms Company, lithographers.

A permanent organization is to be effected this week. Mr. Wessells will be general manager and Mr. Olmsted director of publicity. It is expected that Thomas J. Foster, founder and head of the International Correspondence schools, will be president.

Dealers of the best caliber are to be secured as members on payment of a fee. They will buy their stocks then from the Association's warehouses, and give consumers a receipt for all purchases. Consumers will pay \$2 to become members (getting an accident insurance policy as a bonus), and may then exchange their purchase receipts monthly for cash to the extent of six per cent of the gross purchases they represent. Large space newspaper advertising for the association's stores, together with house-to-house canvassers, will assist in securing patrons for the association's stores. The individuality of the dealer is not to be disturbed in any way.

The association has firmly turned its head away from the temptation to manufacture goods under its own brand name, and promises to work hand in glove with the maker of advertised products. Prices will be maintained wherever they are now maintained, and private brand goods will be discouraged. No manufacturers are said to be financially interested, but the officials of the national and local retailers' associations are interested, and are viewing the association as a means of meeting chain store competition on its own grounds.

At present individual retailers cannot afford to advertise because of restricted local patronage, but the association is planning extensive and effective advertising. Two-thirds of the gross income of the company is to be returned to consumers, and the remaining third is to be divided equally between advertising and cost of operation. Even where no quantity prices can be secured from manufacturers, the jobbing price will give the needed margin, as it is

FACTS vs. CONFUSION

There is Only One Kind of Newspaper Circulation Statement that is Both Accurate and Convincing—A Statement of Net Paid Circulation.

THE RECORD-HERALD prints on its editorial page every day a sworn statement of net paid circulation, Daily and Sunday, for the preceding month. This statement excludes all copies spoiled in printing, all exchanges and free copies of every description and all returns.

THE RECORD-HERALD is the only morning paper in Chicago that makes a sworn statement of net paid circulation.

THE RECORD-HERALD has not a single copy of *Coupon* circulation. Coupon circulation is a trap for the unwary advertiser. Thousands upon thousands of a single issue are bought for the coupon—which is clipped out—the paper being thrown away. Think of the waste!

THE RECORD-HERALD does not base its circulation statement on the accumulation of the Sunday and Daily issues divided by the number of days in the week or month. It states the net paid circulation of the Daily issue and the Sunday issue separately.

THE RECORD-HERALD maintains that it has the only *known* morning newspaper circulation in Chicago, because no living man can separate newspaper circulation from coupon circulation, with millions of votes cast for this, that or the other prize.

THE RECORD-HERALD, during March, had an average daily net paid circulation exceeding 210,000 copies—a gain in six months of over 72,000—and an average Sunday net paid circulation exceeding 225,000—a gain in six months of over 42,000 copies.

THE RECORD-HERALD persists in the confident suspicion that its own daily circulation is the largest net paid morning circulation in Chicago.

MARCH ADVERTISING GAIN

In March, 1911, *THE RECORD-HERALD* gained 78 columns of advertising over March, 1910, and it was the only morning paper in Chicago which gained.

DAILY, NET PAID,	210,000
EXCEEDING	
SUNDAY, NET PAID,	225,000
EXCEEDING	

THE CHICAGO RECORD-HERALD

Largest KNOWN Morning Circulation in Chicago

6 Months' GAIN	72,000	DAILY
EXCEEDING		NET PAID
6 Months' GAIN	42,000	SUNDAY
EXCEEDING		NET PAID

J. B. WOODWARD, Eastern Representative, 710 Times Building, New York

Can a Custom Tailor Make Advertising Pay?

I KNOW my business is increasing, but I get a lot of pleasure in laying that to this—my customers have always told their friends who makes their clothes.

Still I want to believe that advertising pays.

That is why I am advertising in PRINTERS' INK. I want to find out. I know Advertising Men want my kind of clothes. I believe they will like my work. I am sure advertising men should be the best possible prospects.

If advertising to Advertising Men pays, I know advertising to other well-dressed men will pay me.

Won't it?

vroom-
 **tailor**

**Eleven fifty five
Broadway**

at 27th Street

figured that it will cost but two per cent to handle business. With the 3,000 New York grocers it expects to secure and a co-operative warehouse and delivery, big savings are looked for. Credits, charities and savings accounts are to be handled co-operatively for mutual benefit, and trade and labor organizations are to be enlisted to join in the co-operative movement. Reduction of the high cost of living will be the chief slogan to consumers. A magazine for consumers is also contemplated.

It is expected that the ruinous and deliberate competition and under-pricing with which chain stores drive out retailers from profitable locations (even though the store is operated at a loss until the dealer gives up) will be met by this plan. It is said that out of the 13,000 groceries in New York City there are only 2,963 which are rated at \$500 or better—in other words, there are 10,000 irresponsible grocers in New York City.

Similar companies are said to be ready for organization in St. Paul, Boston, Philadelphia and other cities, as soon as the plan has been proved in New York.

MISS GILDER STARTS "THE READER"

Miss Jeanette Gilder, editor of *Putnam's* and *The Reader* until it was discontinued, started last month a new book magazine called *The Reader*. It contains "The Lounger," a chatty literary department which Miss Gilder made famous in *Putnam's*; also departments such as "The Live Books of the Month," "Books Everyone is Reading," "The Best Things in the Magazines," and "Bright Thoughts from Bright Books."

The Reader, published from New York, will not be on sale, editions being subscribed to by booksellers, who present them free to customers. Twenty publishers are represented in the advertising pages of the first number.

F. C. Sutcliffe, connected with the advertising department of the Dodge Manufacturing Company, at Mishawaka, Ind., for ten years, has resigned. He is one of the incorporators of a printing company in South Bend, recently incorporated at \$50,000.

The Beaumont, Texas, *Daily Enterprise* has been elected to membership in the American Newspaper Publishers' Association.

Nine Times Out of Ten the Woman Has the Say!

In buying, renting or furnishing the home, providing food, clothing, and supplying amusement for the home circle, selecting men's wear or purchasing an automobile, women exercise the controlling influence.

To reach the women of Philadelphia at the least possible cost, tell your facts in

The Evening Telegraph

"The Home Newspaper of Philadelphia"

90% of its circulation is concentrated in homes of Philadelphia and its immediate environs.

**Net Paid Daily Average for
March, 1911**

108,210 Copies

Results to the advertiser is the reason why The Telegraph in January, February and March, 1911, was the only newspaper that regularly carried the advertisements of the seven great department stores of Philadelphia. Any advertiser can safely follow the judgment of the men who direct these stores. They are in the closest possible day-by-day touch with the pulling power of each Philadelphia newspaper.

The phenomenal gains made by The Evening Telegraph in 1910—nearly one million agate lines—still continue. 870¾ columns of display advertising were published in March, 1911, more than in March, 1910. Minimum rate, 14c.

J. F. KELLY, Advertising Manager

FOR COMMERCIAL TOUR ABROAD

Arrangements for the tour of Europe, to be made by a party of business men representing all sections of the country, during the coming summer, under the auspices of the Boston Chamber of Commerce, are nearing completion. The limit of delegates has been fixed at 100.

The tour presents an opportunity to secure at first hand information regarding the best things that are being done in European centers of industry and to observe European methods of handling and solving important industrial, commercial and municipal problems.

The economic benefit of applying the best of these conditions in this country would be of inestimable value.

Full details of the itinerary of the tour will be sent on application. The party sails from Boston on the *Ivernia* June 12, landing in Liverpool June 22, and will visit leading cities. It will leave Paris about August 15, returning via Cherbourg, reaching New York August 23.

 CAR AD COMPETITION

An advertising competition has been conducted by the Bank of Long Island in Jamaica, N. Y., for the best and most effective set of three car cards produced in advertising the bank in railroad cars. There were 115 contestants from all over Long Island, and even from Massachusetts and New Jersey. The judges were Herbert F. Gunnison, of the *Brooklyn Daily Eagle*; Charles McCoy Snyder, of the *Street Railways Advertising Company* of New York, and John L. Matthews, of the *Brooklyn Daily Times*.

The prizes were awarded as follows: Mrs. A. Berwanger, of 55 Cleveland avenue, Far Rockaway, first prize of a year's commutation tickets to New York, or \$75 in cash; H. B. Martin, of Bayside, second prize, \$25, and H. W. Smith, Far Rockaway, third prize, \$10. The three prize winners are all amateurs.

 ROMANCE IN THE WANT COLUMNS

The *Chicago Tribune* offered \$300 in prizes for true stories of successful results obtained from use of the want columns. Among the 600 replies were human-interest documents which are serving as full-page feature stories in the Sunday edition. The girl who got a husband, the chauffeur who secured a trip to Europe and the man who went from \$60 a month to \$10,000 a year all furnish interesting reading.

Just as many fact-romances are hidden in the display columns as among the wants. A prize contest might not bring them to the surface but they are there, just the same.

The Social Democratic Publishing Company, of Milwaukee, will bond its plant in \$100,000 in order to establish a Social Democratic daily paper in Milwaukee.

USING A HOUSE ORGAN TO MEET COMPETITION

A salesman in the Barcalo Manufacturing Company, of Buffalo, wrote his firm in an evidently distressed spirit that a competitor had offered to duplicate every pattern in the Barcalo line (beds, cribs, etc.) and give a larger discount to the dealer.

Did the Barcalo company revise its price lists, or did it tell the salesman to meet very quietly the other concern's price in order to keep trade? It did not. It published an account of the incident in its dealer house organ called *Getting Together*, and to this annexed a progressive sermon to the retailer, good enough to be quoted in part:

Our position in a matter of this kind is that it is best to let such a competitor have that business, and have so much of it that he will rid the industry of such a nuisance as himself.

On the other hand, we must thank him for the compliment. We feel that we have gained a good deal in our service and product when our competitor is so anxious to advertise that he is willing to reproduce our patterns, but at the same time we would suggest to the dealer that he do not pin any faith to the statement of a man who will say that he is willing to produce a Barcalo design for the same or less money. If he is unable to create strong, individual designs, and so to organize his factory as to win business for himself and his product and service, because of their merits, he will be unable to give Barcalo designs and service for less money, or even for the same money.

What great store ever attained its position through the servile copying of its competitor across the street? No degree of success can be attained in this way and if you, as a dealer, follow the plan of merely copying, and are unable to throw your own individuality into your business, you will be in the same boat as the poor fellow cited above. The best claim that you will ever be able to make will be that you are willing to give a certain article at a less price than your competitor. Your best success depends, not on selling the same article for less money, but on giving such efficient service with the article that you do sell, and establishing your reputation on such a high plane, that you can win customers for your store to buy your merchandise at your price—the price you know to be right and to be necessary for you to carry on your business successfully. When you begin to make your prices on the basis of five per cent, or any per cent, below your competitors, and take that as your standard of doing business, you have given a first mortgage to the sheriff. Your business, to be successful, has got to rest on its own basis; and you have got to win business because of the particular merit, which you are able to advertise.

**Increased Business Both in Regard
to Circulation and Advertising
Has Compelled**

The  Globe
AND Commercial Advertiser. ESTD. 1867.
NEW YORK'S LARGEST NEWSPAPER.

**to Seek New and Larger Quarters
to Accommodate its New Equip-
ment for Handling Business.**

The Globe has just ordered

One Goss High-Speed Sextuple Press

One Hoe High-Speed Sextuple Press

One Double Junior Auto-Plate and Shaver

Four Wesel Electric Drying Tables

Five Kohler System Electrical Press Controls

all for immediate delivery in its new quarters.

When this and other machinery are installed the Globe will have five fast sextuple presses in service, and the largest and most up-to-date mechanical equipment of any exclusively evening paper in New York.

NOTHING SUCCEEDS LIKE SUCCESS !

The Globe is the only high-class evening paper in New York that issues definite detailed sworn circulation statements, submits to examination by the Association of American Advertisers, and thus guarantees advertisers a known quantity of quality circulation for every dollar spent in its columns.

OMARA & ORMSBEE
Foreign Advertising Representatives
Brunswick Building
New York

Why These Four Farm

Is because they are read
by real farmers

Indeed, they're too technical and practical for the suburbanite and dooryard farmer—though the big country estate owner reads them—and too irritatingly stimulating for the man who is content to be a mere grubbing, cabbage patch farmer.



Minneapolis, Minn.



Chicago, Ill.

They instr
in the business o

The Four Orange 425,000 Circulation

are read by 425,000 farmers—and their families—who are making and life, and purchasing “advertised goods” the same as the city people. The of the high prices they have been receiving for their produce, but of the

Our four farm papers carry some of the shrewdest general as well as agricultural news. *Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central and South; *England Homestead*, the New England States. There is purchasing power in this advertisements guaranteed. Write for sample copies of our papers and our “Facts about

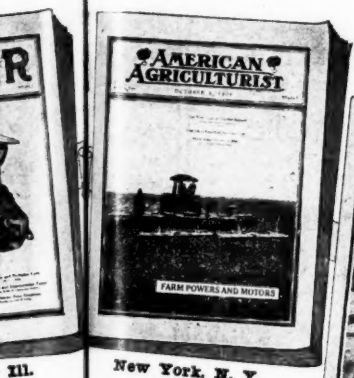
ORANGE JUDD

Western Offices

1209 Peoples Gas Bldg., CHICAGO, ILL. 335 Palace Bldg., MINNEAPOLIS, MINN.

Farm Papers Sell Goods

the thinkers and big men
in the farming business



New York, N. Y.



Springfield, Mass.

Our papers don't amuse—they instruct in the business of farming, because of the stimulating quality of their contents, their keen insight and clear exposition of the agricultural situation, their accurate market and crop reports.

They instruct
business of farming

Large Judd Weeklies Circulation Every Week

are making and *spending* money for the luxuries, as well as the necessities, of city people. Their prosperity is permanent because it is the result not alone of the modern business principles they have applied to farming, but also as well as agricultural advertisers, who have *proved* their advertising and selling value. *New Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, this circulation. No medical or financial advertisements taken. All advertising "Facts about the New Farmer" booklets.

E JUDD COMPANY

Headquarters
315 Fourth Ave., NEW YORK, N. Y.

Eastern Office
Myrick Bldg., SPRINGFIELD, MASS.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

WHEN SLIDING RATES BE- COME ABSURD

WHAT IS A FAIR RATE?—SOME ETHICAL AND PRACTICAL CONSIDERATIONS ABOUT MAXIMUM AND MINIMUM CHARGES FOR SPACE—PROFIT LIES IN ENCOURAGING NEW ADVERTISERS WITH A LOW MINIMUM RATE

By E. T. Gundlach,

President, Gundlach Advertising Company, Chicago.

[EDITORIAL NOTE.—At the time of the A. N. P. A. conventions year after year, advertising agents, advertising managers and others have advocated that newspaper publishers get together to standardize newspaper advertising rates. Complaints have been many against the difficulties and uncertainties of doing business with some newspapers. Many prominent newspaper publishers are agreed as to the wisdom of some such action; and the following article ought to increase the number who see the situation clearly and call for some action.]

A publisher once said to me that there was only one fair rate. And that rate, he said, was a rate at which the publisher could make the most money.

Of course, he did not mean a cut rate, he meant the highest possible rate which he could steadily maintain.

There may be good philosophy in this; for the publisher is the manufacturer of an article and he has a right to set his own price. If he states the circulation honestly, the advertiser can omit the paper or use it as he pleases.

In a supplementary way it is equally proper for the publisher to make a sliding rate or a flat rate as he chooses. I have sometimes read articles in the advertising journals to the effect that the flat rate is the only honest rate. And various other attacks upon the sliding rate on ethical grounds.

There is hardly good sense in such attacks. If I were a publisher and found it more profitable to have a sliding rate with discounts for time or space rather than a flat rate, you may be very sure I should adopt the sliding rate.

But I want to direct the attention in this brief article to the absurdities in sliding rates which

are neither in good sense fruitful of best results for advertiser nor good business for the publishers. Take, for instance, a paper I know in California. I saw a rate card of this paper quoting a rate of six and three-sevenths cents per line for less than 1,400 lines and down to two and four-sevenths cents per line for 14,000 lines and over.

Now here is a publisher who confesses that he wants three times as much as his minimum rate for less than 1,400 lines. In other words, the small advertiser must pay three times the price at which the publisher is glad to sell his space to a man who uses 14,000 lines. Does it not stand to reason that if this California paper can do business profitably at two and four-sevenths cents a line, it is charging, on the face of it, an exorbitant price to the small advertiser?

Understand, please, I am not disputing the *right* of the paper to charge six and three-sevenths cents, or twenty-five cents, or three dollars an agate line for less than any amount of space they wish to set as a minimum. They may charge a hundred dollars per agate line if they choose to the man who uses only two inches once. That is their privilege. But it is hardly good business.

Look at the rate of a Wilmington, N. C., paper. This is a very good paper; it pays its larger advertisers well, and ought to be a profitable medium. But its rate card is typical of a group of dailies which are charging on a sliding rate scale prices that cannot possibly be profitable to small advertisers. Their rate is ten cents per inch for a thousand inches or more in a year. From this they run up to fifteen cents, eighteen cents, twenty cents and twenty-five cents for fifty inches. An advertiser using 250 inches a year, which is enough for the schedule of some concerns on foreign advertising, must pay eighteen cents an inch, or almost twice as much as a large advertiser.

This sort of a rate card, figured on the inch scale and running up

to double and treble the minimum rate, I have seen a good many times among the smaller prosperous dailies. While the majority of the smaller dailies do not make this mistake, it is to be regretted that among those who do so are a number of the prosperous and good ones. These are the ones that bar out or kill off new advertisers.

About as typical a case as we can get is that of a Portsmouth, O., paper. This paper charges seven and one-half cents an inch on a thousand inches or over. This, therefore, is their rate. Yet they run up to twenty cents an inch for 100 inches!

I could go on quoting a number of other papers in which the rate for a hundred or two hundred inches is double or more than that of the minimum rate.

Now, let us not delude ourselves on the question of the rate. The real rate is the minimum rate. What we pay in excess of this is really an excess. It is paid because an advertiser is not big enough to provide for the overhead expense. It is paid on the theory that to handle ten times one hundred inches costs more than to handle a thousand inches, provided the hundred inches comes from ten different advertisers. There is some truth in this.

If a publisher gives five per cent, ten per cent, or up to fifteen per cent discount for large advertisers, it may possibly be a genuine discount given because of the large quantity of business. But when the "slide" in the rates runs steeper, we cannot legitimately conceive of the difference in the rates as a discount but rather as an addition to the minimum rate.

And so, indeed, it is looked upon by advertisers. It is only when a foreign advertiser absolutely requires some space in one of the local mediums that he will use it when the sliding rate runs so excessively high. There are, of course, a few cases in which the sliding rate brings down the minimum rate to too low a point. Some publishers are making a mistake in giving an excessive

discount from their rate per thousand circulation to the big advertiser. But as a rule in these cases of very "steeply sliding" rates the rate for the big advertiser is figured about right on a quantity basis and the rate for the small one-hundred or two-hundred-inch advertiser becomes so high that it is absolutely impossible for him to use the medium.

Advertisers can be cultivated and made into large advertisers by degrees, and publishers will get more money eventually by providing either a flat rate which lets the beginner in at the rate of the big advertiser, or at least without attaching such a penalty to new advertisers that it is a difficult matter to get them started in the smaller dailies at all.

Then, too, we must consider that when these sliding rates are so absurdly steep, the tendency to rate cutting, i.e., permitting the minimum or somewhere near the minimum rate for small advertisers, is very much larger than when we have something which approaches the flat rate.

The sooner some four or five hundred sliding rates among the country dailies are revised, the better it will be for advertisers and for publishers.

JACOB M. EPPSTEIN, PRESIDENT
OF DEBEVOISE COMPANY, DEAD

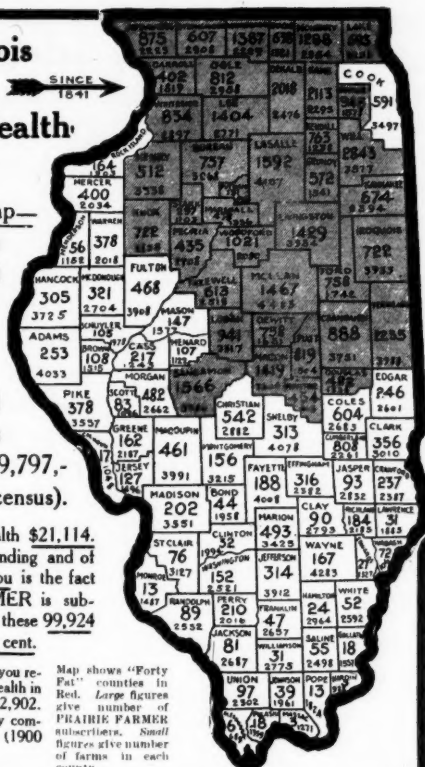
Jacob M. Eppstein, president of the Foster Debevoise Advertising Company, New York City, was stricken with heart disease while on his way to his home in East Orange, N. J., April 14. He fell unconscious just before he reached home, and died about an hour later. He was fifty-two years old.

Mr. Eppstein was comparatively a newcomer in the advertising field. He was formerly connected with the American Book Company and was one of the founders and a director of the North American Life Insurance Company. He was for two terms a member of the East Orange Board of Education, and was a Mason and a Knight Templar.

Mr. Eppstein entered the Debevoise Agency about two years ago, purchasing the interest of Mr. Debevoise. Within that time his efforts raised the annual business from \$75,000 to between \$300,000 and \$400,000. Mr. Eppstein's interest will be continued by his estate in association with the present management, which consists of H. M. Price, Jesse Seligman and H. A. Keeler.

SINCE
[1941]

Map shows "Forty Fat" counties in Red. *Large figures* give number of PRAIRIE FARMER subscribers. *Small figures* give number of farms in each county.



**"My
WORD
Here
It Is"**

World's Greatest Concentration of Buying Power

The figures above prove conclusively that here in Illinois is your greatest sales opportunity. Nowhere else will you find such a concentrated field of undeveloped buying power.

And these figures also prove to you that **PRAIRIE FARMER** is the one paper that reaches these farmers.

It is a fact that PRAIRIE FARMER subscribers have a greater wealth per capita than those of any other farm journal, magazine or paper published.

**GUARANTEED
CIRCULATION**

Illinois	51,241
Indiana	7,631
Michigan	7,123
Iowa	5,654
Wisconsin	4,012
Ohio	1,365
Missouri	978
Minnesota	752
Nebraska	558
Kansas	376
Miscellaneous	1,023

Total. 80,722

A. K. HAMMOND
Mgr. N.Y. Office
566 5th Ave.

→ PRAIRIE FARMER - Chicago
BURRIDGE D. BUTLER, Publisher

W. R. BUTLER
Advertising Mgr.
Brooks Bldg., Chic.

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small
-inch
that
him

considered as a necessary condition for the development of the country. The Government has been successful in its efforts to attract foreign investment and to develop the country's resources. The country's economy is growing rapidly and the standard of living is improving. The Government is committed to the development of the country and to the well-being of its people.

IDENT DEAD

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d H. A.

Some Man of Ideas

Will find it worth his
while to read this

An Eastern metropolitan daily newspaper is seeking a half dozen men who have ideas for successful newspaper features.

Successful features are those that build circulation—build it quickly. They may be comic pictures, with new and interesting characters—or a series of short articles, humorous, serious, historical—or a new treatment of the news—or a column of timely comment. More likely it is some new way of appealing to public interest.

There are not more than half a dozen features now running in the newspapers of the country that merit the word "successful." The newspaper in question believes that in the brains of some men—somewhere—there are half a dozen more now unused. It wants them and it takes this means to find them.

Any man who believes he has a circulation making idea—something he can do himself, or something that some one else can do—is invited to submit it. No idea will be used except on a basis of payment satisfactory to the one submitting it.

Write it out—tell why you believe it is a winner—and send it to Box P-46, care Printers' Ink.

MAY AN ADVERTISER BE BARRED FROM A PUB- LICATION?

CONSIDERATIONS UPON WHICH SUCH
ACTION WOULD HINGE—THE MOR-
AL LEEWAY OF THE PUBLISHER—
CIVIL SUIT MIGHT COMPEL PUB-
LISHER TO ACCEPT

By an Ex-Post-Office Official.

The clear intent of the law is that any publication admitted to the second class of mail matter must be regarded as a public carrier. Its character as such, however, does not deprive its publisher of the right of ownership, nor of its correlative privilege of deciding upon moral grounds or business principles what shall be admitted to his advertising columns. In this respect his legal status must remain as unquestioned as would be his jurisdiction over the editorial or news matter that is to be given space. But just as he would exercise the greatest caution in a decision as to news or editorial matter, so should he maintain the same moral standard toward the advertising public. That his rights to the use of the second-class mails cannot without much difficulty be withdrawn upon a charge of discrimination should not induce him to accept business from one firm and decline that of its competitor. The obligation is a moral one and, as has been pointed out, to neglect that obligation would, at least, bring the publication into Governmental disfavor. There should, therefore, be in all such cases some sound business principle to support the publisher's action, for without this he cannot be held wholly guiltless of misuse of his rights.

A publisher's rights in respect to what he shall or shall not admit to his advertising columns, though not very clearly defined by the law, are unmistakably implied. His production must be "information of a public character," and it must not be "designed primarily for advertising purposes." The question as to whether the news columns of a publication are devoted to public information, or re-

stricted in character, and as to whether its advertising is for the advancement of certain commercial interests to the prejudice of interests in competition therewith, is one that can only be determined by the habitual conduct of the publication. Supposing that the publication purports to be a general organ of some trade, the question resolves itself almost wholly into a matter of proportion.

Obviously a paper advocating temperance could not be expected to admit a liquor ad to its columns; nor would it be consistent for a church paper in the interest of one religious denomination to print matter in the interest of another. But if a periodical seeks the Government's stamp of approval, it must not give rise to the suspicion that it has departed from being in reality issued and published for the dissemination of public information, that being the claim upon which certain mailing privileges have been accorded it.

The trade publication carrying with it, as it does, the idea of promoting a certain industry, is in its very essence peculiarly susceptible to transgression of this law. Its columns should be open to all competing firms engaged in the industry it represents, except in the case of an advertisement which distorts or misrepresents the truth, or one which is offered by some firm known to the publisher to be financially or otherwise unreliable.

The first departure from the principle of conducting the publication as a "general organ" of the trade creates a discrimination in favor of some particular firm or firms. The essence is no longer pure. The excluded advertiser very justly charges favoritism. If the charge be filed at Washington, necessarily an investigation would follow. The burden of proof would be upon the complainant. It is very doubtful if the Government could compel the acceptance of the advertisement, provided the publisher could show that his journal represented the interests of a majority of the firms en-

gaged in the trade it fostered, and was regarded by them as a "general organ." In all probability the complainant would be advised that the matter was not one over which the Department had any jurisdiction, but was properly adjudicable by civil suit.

The subject considered from the standpoint of a periodical devoted to literature and general news takes on a somewhat different complexion. Here we have a paper prepared for the instruction and enjoyment of all sorts and conditions of men or women. Its advertising columns appeal to the general advertiser. It represents no particular commercial enterprise. The question arises, May the publisher legally exclude the advertising of one safety razor, whilst admitting the "ad" of a competing firm to his columns? All other things being equal, it would appear that the publisher is bound as the purveyor of a public print to give space to any firm which conforms to his presented conditions. Not to do so would be manifestly unfair and in a degree a repudiation of the character under which the periodical secured certain rights.

In so far as the public is concerned the Government, upon satisfactory proof that discrimination is practiced, either for a palpable or an ulterior motive, would be compelled to rule for the complainant, but any one who has had experience in such matters will admit that it is exceedingly difficult to prove that there has been an actual violation of the law. And unless it could be clearly shown that the law was violated, the complainant could get no redress.

The Department rests squarely upon the statute prohibiting admission to or transportation of any publication at the second-class rate which is "designed primarily for advertising purposes." It does not ignore the fact that there may be an occasional lapse from the obligation obviously implied by the statute, but its contention is that there must be absolute proof that the publication is of this very nature such as the statute

bars from acceptance at the low rate of postage created for the dissemination of matter of public interest.

The matter may be summed up by the statement that whilst a publisher runs little or no risk of losing his mailing privilege by refusing advertising from a firm which is in business competition with one of his advertising patrons, his moral and legal obligations are none the less pronounced. It may also be suggested that his legal obligation would be unmistakably established were a civil suit instituted to compel acceptance of an advertisement declined solely to protect the interest of a competitor.

RAILWAY EMPLOYEE PUBLICATIONS

A new class of publications has grown out of the need felt by some of the larger railroads to provide a means of holding together the scattered human units employed in their work. They have come into existence during the past three or four years, and print news and fiction and carry advertising.

The employees of most industries are usually housed under one roof; but railway employees are scattered everywhere, and some cohesive influence has been felt to be desirable.

The employee magazines are as follows: *Rock Island Employees' Magazine*, Chicago; *Santa Fe Employees' Magazine*, Chicago; *Illinois Central Employees' Magazine*, Chicago; *The Frisco Man*, St. Louis; *Erie Employees' Magazine*, New York City; *Pere Marquette Employees' Magazine*, Detroit; *The Pilot & Philadelphia & Reading Men*, Philadelphia; *Railroad Men* (published by Railroad Y. M. C. A. of New York Central R. R. and New York New Haven & Hartford R. R. employees), New York City; and *Denver & Rio Grande Employees' Magazine*, Denver.

Only a few of the railroads have magazines of this character. Those published are distributed over nearly 35,000 miles of lines.

"THE PLAYER PIANO" NEW MAGAZINE

The first issue of a new trade magazine devoted to the piano trade industry is soon to be put forth. It will be called *The Player Piano*, and for the present will be issued as a monthly. The matter will be handled in a semi-technical style.

The Iowa City (Ia.) Commercial Club is raising \$20,000 to pay a secretary and advertise the city.

MR. J. J. GEISINGER

announces

after nineteen years' service

his resignation from the

advertising agency of

N. W. AYER & SON

In the future he will conduct

a strictly personal-service

advertising organization

under the firm name of

J. J. GEISINGER COMPANY

Suite 400-401 Morris Building

PHILADELPHIA

MR. ADVERTISER:

During the month of March, 1911, compared with the same month in 1910,

THE MORGEN-JOURNAL Gained 5,600 Lines of Advertising

while its competitors show a tremendous LOSS. These figures tell the story:

MORGEN-JOURNAL.....	GAINED	5,600	LINES
Staats-Zeitung	LOST	29,925	"
New Yorker and Sunday Revue..	LOST	21,375	"

THERE'S A REASON

for this extraordinary condition of superiority. It can be answered with one word—"Circulation."

THE MORGEN-JOURNAL

Has a circulation greater than the combined circulation of all other GERMAN morning newspapers printed in New York.

CIRCULATION DAILY

74,726

CIRCULATION SUNDAY

93,594

Larger circulation than any other German daily newspaper printed in the United States.

GUARANTEED UNQUALIFIEDLY.

Nothing Succeeds Like Circulation

There are 1,000,000 Germans in New York City

200,000 German families who combine economy and wise expenditure with the known German habit of having everything necessary to their enjoyment of life.

Are These Germans Being Told of What You Have to Sell?

You want this big buying power to know about your goods—what you have to sell. Tell them, then, in words they can understand, the language of their Fatherland—tell them through the

Morgen-Journal

USING CITY NEWSPAPERS TO EDUCATE CITY OF- FICIALS

HOW UNITED STATES WOOD PRESERVING COMPANY ROUSED PUBLIC SENTIMENT IN FAVOR OF WOOD BLOCK PAVEMENTS WHEN BOROUGH PRESIDENT STOOD IN WAY

The "grand old way" to get a slice of public business, when straight solicitation fails, is to "fix it up" with somebody, and bring political pressure to bear in the matter.

A big improvement on this disreputable method has been devised by a corporation making and selling wood paving blocks. When this company recently failed to make much progress in Manhattan borough, New York City, it went over the head of the responsible official and appealed straight to the public which put the official in. It selected a time when the ordinary pavements of the borough were in a particularly scandalous condition, and by taking generous space in the daily newspapers to preach its doctrine of superior quality it secured results that are as highly satisfactory to the company as they are instructive to all manufacturers dealing with municipalities.

The company in question is the United States Wood Preserving Company, of New York. The official who has jurisdiction over the paving in Manhattan is the borough president, George McAneny. Mr. McAneny is one of the ablest and most conscientious officials in the municipality, but as it happens, does not entertain an appreciation of wood pavements. The fact that the city expert who went abroad to study conditions reported in favor of them, and that the city expert who stayed at home has the same inclination does not alter his view. In this condition there was nothing else for the company to do but to "go to the people."

The first pavement laid under Mr. McAneny's administration was asphalt on a concrete base, in Times square. The heavy traffic

there damaged the asphalt so rapidly that the borough president soon revised his opinion, and developed a preference for a pavement of small granite blocks.

A section of Fourth Avenue was selected for a test of this type, but the property owners objected, and petitioned for a "smooth, quiet pavement, preferably wood block."

An excellent opportunity presented itself at this time to take advantage of public sentiment. The winter had been an unusually trying one for asphalt pavements. All over town they had been damaged seriously by freezing rains and standing water.

Just before it was possible to begin repair work, the Automobile Club sent out photographers and prepared an elaborate report, accompanied by affidavits, giving an actual count of the great number of holes in typical stretches on important streets. The statistics were amazing and the newspapers took it up with caustic reference to the "negligence" of the city authorities.

On the day following the Automobile Club's report, the United States Wood Preserving Company, through the A. W. Erickson Advertising Agency, began a vigorous advertising campaign. All the leading daily papers of the town were used, running advertisements three columns wide and eight inches deep. These pointed out the fact that asphalt was unfit for streets of heavy traffic. They quoted liberally from the Automobile Club's report and from the editorial columns of the papers, and emphasized the fact that there was no complaint against the wood block pavements, all of which, despite weather and traffic, were in excellent condition.

In all of the advertisements. Mr. McAneny was expressly exonerated and the blame was laid on his predecessors who had made the mistake of putting down asphalt pavements on heavily traveled streets.

There was also considerable reference to granite blocks, pointing out its capacity for "produc-

ing a deafening uproar under traffic, increasing nervous diseases and accumulating filth." Property owners were urged to demand the "clean, quiet, durable and economical wood block pavement" in front of their property and citizens generally were encouraged to bring pressure on the public authorities.

While the campaign was running, the public responded with a heavy demand for pamphlets and

New York's Paving Problem

Did you read how asphalt was exposed in that letter of the Automobile Club to the Governor last Friday?

Two hundred and twenty-two holes in test blocks on Fifth Avenue, two hundred and thirty-four on Sixth Avenue, and so on.

It isn't the Borough President's fault. It's the fault of the asphalt.

Asphalt is simply unfit for our under-busy traffic. It changes contour, becomes bilious, holds water in the hollows and then runs until there is a hole.

To see the problem clearly ride down Broadway.

The upper part is asphalt and there are 100 holes between 100th and 110th Streets alone. That pavement is obviously unsatisfactory.

Below Canal Street comes a stretch of granite blocks, rough and delightfully noisy. Its summer sidewalk must be closed to permit telephoning or even comfortable conversation in adjacent offices.

Then comes the *Wool Block* from Vesey Street to the Battery.

What a rest and relief to get away from the noisy granite! How everything suddenly quiets down! Comfort for tired nerves! Convenience for business! Every lower floor on this section of Broadway has become more desirable by reason of "The Silent Pavement."

Wool Block lasts longer than granite and costs less in the end. After ten years in Boston the oldest wool pavements are still as good as new.

We recommend Wool Block for Manhattan pavements because they do not develop holes, because they last long, look well and decrease the unbearable noise that assaults the ears and nerves of New Yorkers.

Bulletins free on request for citizens who want to investigate the subject.

U. S. Wood Preserving Company, 195 Broadway

ONE OF THE PIECES OF COPY THAT EDUCATED THE PUBLIC

information. Civic organizations looked into the subject of wood block pavements, and the officials were swamped with letters on the subject.

On account of the advertising, a much larger proportion of these letters, instead of being mere denunciations of the officials concerned, were little lectures on the uselessness of using asphalt on heavy trafficked streets and the relative desirability and quietness of wood block.

While immediate results were not to be expected, the United States Wood Preserving Company considers the campaign the best promotion work it has ever tried and feels that it was never in so strong a position in New York City as it is now, because the citizens have been educated to recognize the economy and desirability of these pavements.

In any future paving extensions there is certain to be found a strong undercurrent of opposition to the use of either asphalt or granite.

This New York campaign is not the first of this nature which the United States Wood Preserving Company has tried. The company flatly refuses to touch graft anywhere, and always devotes its expenditures for promotion to influencing public opinion through the newspapers.

Four years ago while the work of paving lower Broadway with wood blocks was going on and exciting considerable public comment, the company ran a series of three-column, illustrated advertisements, telling in detail the reasons for the use of this pavement, its great durability, how it was used in Paris and London under similar traffic conditions, and how successful it had been in other localities.

In St. Louis and Cincinnati there have been similar campaigns when propositions for paving extensions were under consideration, and by a series of educational advertisements in large space and preferred position, the public has been enlightened on the whole matter of street paving, with special reference to wood blocks.

ATLANTA AD MEN'S CLUB ELECTS NEW OFFICERS

"The approaching convention of advertising men in Boston will have more influence toward universal peace than any Hague Conference," declared Joe Mitchell Chapple, editor of the *National Magazine*, in an address to the Atlanta Ad Men's Club March 28, at its third annual meeting.

Edward F. Trefz, of Chicago, advisory counsel of the National Association of Billposters, spoke on "Outdoor Advertising."

The proposal of I. S. Jonas, of the Chamberlin-Johnson-DuBose Company, to present John Wanamaker with a loving cup on his fiftieth anniversary on account of his constant work for honesty in merchandising methods and in advertising was warmly indorsed by the club.

These officers were elected: President, Paul P. Reese, Southern manager of the Whitehead & Hoag Company; vice-presidents, W. F. Parkhurst, Winship Nunnally; secretary-treasurer, Fred Honser; executive committee, J. Jernigan, Frank Hammond, M. M. Davies, Clifford Lockridge and L. D. Hicks.

The Easiest-to-Cover Territory on the Whole Continent

is the Maritime Provinces of Canada. Study your maps. Figure it out. Here are the oldest and most prosperous provinces in Canada, with fisheries, minerals, agricultural and industrial wealth equal to any section of the American Continent. A population of over 1,100,000 English-speaking people with the usual wants of those who are large earners and free spenders. And you can reach them ALL through the Maritime Dailies below-mentioned, at a combined cost of about 10c a line. Look up the facts. You may be interested. Consult your agent, or write any of the following.

Daily
8-12-16 Pages

THE GLEANER
Established 1880

Semi-Weekly
8-12 Pages

This paper goes to the homes of the people. It covers almost exclusively the rich agricultural and lumbering districts of New Brunswick. It draws its business from two hundred thousand people.

THE GLEANER, Ltd.

Fredericton, N. B.

In St. John, N. B., THE DAILY TELEGRAPH

is the recognized res. it-producer—having a larger circulation, both quantity and quality, than any other two morning papers published in New Brunswick. "At every breakfast table in the province" the Telegraph will explain your goods to

Over 11,000 Daily Subscribers
(say 50,000 people)

Let us tell you more about ourselves and this part of the country. Any assistance we can render in getting your goods placed will be given for the asking.

Rate card mailed on request.
**TELEGRAPH PUBLISHING
COMPANY.**

St. John, N. B.

Moncton, N. B.,

is the "Hub of the Maritime Provinces" and the railway metropolis of Eastern Canada. On the main line of three trans-continental railways.

The Daily TIMES

dominates the field and has the largest circulation of any paper in the territory. Advertising rates from any good Agency.

Nova Scotia

has a population of half a million prosperous, intelligent people—thirty towns and two cities. Over 10,000 tourists from U. S. come through one port alone. More than one-fourth of its homes reached regularly by the

HALIFAX HERALD and MAIL

Cover the province every day. Pre-eminent in a city whose people own \$25,000,000 bank stock in Canada. The HERALD and MAIL are in "a field by themselves"—a field YOU should cultivate. And they cover that field THOROUGHLY.

Sworn Circulation Dec., 1910

Average 20,292 Daily

Write for other important facts and rate card.

The Sydney, N. S., Post

Sworn Daily Circulation 5,787

Published in

THE CANADIAN PITTSBURG

Circulated in one of the largest wage-earning communities in Canada.

All information concerning paper, territory and rates on application.

Sydney . . . Nova Scotia

ADVERTISING'S VITAL DEPENDENCE UPON GOOD SALESMANSHIP

FULL VALUE OF ADVERTISING CAN NEVER BE REALIZED UNTIL PERSONAL SALESMANSHIP IS WORKED OUT TO A FULL SCIENTIFIC EFFICIENCY—QUALITIES OF PERSONAL EQUIPMENT THAT MUST BE DEVELOPED—ADDRESS BEFORE SPHINX CLUB, NEW YORK, APRIL 11

By J. D. Kenyon,
Vice-President, The Sheldon School,
New York.

The commercial house as a whole is a composite salesman. Right here let me drive in one important nail. It is going to be a more and more recognized fact that "He profits most who serves best."

In the general acceptance of the term, salesmanship refers to personal contact; advertisement; contact through the printed word.

I have always heard advertising spoken of as an adjunct to salesmanship; but viewing it from the other standpoint of salesmanship being an adjunct to advertising affords an interesting opportunity for a better understanding of the relationship between these two important factors, that of the written word and the spoken word directly connected with the sale.

THREE ESSENTIALS OF MERCHANDISING

Referring directly to the marketing of the goods, there are three vital essentials. One is the quality of the goods, second is the quality of the service, and third is the price.

Through the application of scientific principles, manufacturing processes have arrived at a very high state of perfection; but there is much room for discrimination and good judgment in the selection of goods to fill the wants of the people.

Buyers are employed who have a wide knowledge of the various qualities and grades of goods, and who are supposed to use their best judgment in getting the best values obtainable. As a rule, this, department of a commercial institu-

tion is good. The goods in themselves when properly displayed go a long way towards creating a demand.

But since the goods can only partially tell their own story and since they cannot move themselves, receive the money and deliver themselves, people are employed to facilitate same. In this busy age people know in a general way only that the merchant is so able to serve them; therefore the necessity of calling their attention to the special ways in which they may be served; hence the necessity for sending men out on the road, and of reaching people through the medium of the printed word.

A business transaction primarily is a mental act, and the primary work of any commercial institution is to create certain mental states in the minds of the prospective customers. We may define these states of mind as, first, Favorable Attention; second, Interest; third, Desire; and, fourth, Decision.

Now, advertising as a rule does not create each of these mental states. As a rule, the most that it may hope to do is to get favorable attention, arouse interest, or create desire, but it requires the personal touch in order to complete the transaction. The chief exception to this rule is the mail-order business.

The skilfully prepared advertisements of to-day create receptivity in the minds of the buying public. Mrs. A. reads an advertisement in the daily New York paper about a department store. It is possible that she has decided to purchase some special thing advertised.

By not understanding these principles properly or misapplying them, much of the money and skill expended in advertising is made abortive. Literally, thousands of dollars that could have been secured, come into our stores and go out again.

Salesmanship may be summed up as: First, a pleasing and convincing personality; second, ability to read human nature; third, knowledge of values and ability to express that knowledge logically;

B-M Quality Filing Furniture



Dealers' Exposition Week

FROM MAY 1st to 6th, Dealers in "B-M Quality" Filing Furniture, Equipment and Supplies, will make special exhibitions of everything anyone could possibly need to meet the most exacting filing requirements.

No matter how complicated your filing needs—no matter how unusual—no matter how different from all others—you can secure just the equipment and supplies you need from B-M Dealers.

Please don't take our "say-so" for this.

We would much rather have you visit our Dealers' splendid stores and see what they have to show you. Seeing our furniture—learning the facts from our Dealers—will convince you.

The "B-M Quality" Line includes everything—from least to greatest—in Filing Equipment.

There are Standard Vertical and Lateral Cabinets—"Cabinettes" (fractional sections)—Card Trays—Sorter Trays—Transfer Cases—Folders—Cards—in fact, everything you could possibly need.

"B-M Quality" Methods and Systems are the most convenient and economical. They are easiest to get at—easiest to use—they give satisfaction in every way.

Our Furniture is made from the very best lumber that grows. We

pay highest prices for B-M fittings. Only the highest grade workmanship is good enough for "B-M Quality" Furniture, and you will find in our line improvements you may not previously have known to exist.

Our prices are not "the lowest"—neither are they "the highest." Our prices are *reasonable*—in keeping with the lasting satisfaction, service, and durability we guarantee to deliver.

All we ask is opportunity to convince you.

Visit one of our Dealers' stores during "Exposition Week"—between May 1st and May 6th.

You will find at these stores just what you most need.

If you do not know the location of a B-M Dealer's store, write to us for the name and address of the one nearest you. We will send it promptly, together with our big new book on "Filing Systems."

This big book is filled with complete information of the most up-to-date Filing Furniture, Equipment and Supplies. The information is in practical shape—ready to use. And—it costs you only a request for the book written on your business stationery. Say "Send me your book—Filing Systems."

We send the book promptly—*FREE and fully postpaid*. Write for it today.

Address

Browne-Morse Co., 904 Hovey St., Muskegon, Mich.

DEALERS Our proposition is the "Exclusive Agency" kind—only one Dealer in a city gets the "B-M Quality" Line. A few localities are not yet covered. If you are a "live-wire, square-deal man"—and in position to consider an "Exclusive Agency"—write us today. Get in on our next big Advertising Campaign.

CANADA

— Has One —

Agricultural Journal

that asks to be measured by its editorials, specific information given, general get-up, quality of paper and class of illustrations used, yearly subscription price, and age of publication.

THE Farmer's Advocate — AND — Home Magazine

established 1866, has the largest circulation of any agricultural paper in Canada and is the only weekly agricultural journal commanding a subscription price of \$1.50 per year. It is taken by the most progressive farmers in every locality, who have money to spend for good articles.

Send for sample copy and advertising rates.

ADDRESS THE

William Weld Co.

Limited

London - - Canada

and, fourth, ability tactfully to close the sale to the satisfaction of both buyer and seller.

PERSONALITY

Now, let us briefly analyze these in their order. Personality; what is it? Is it not the visible expression of mind and body? And does it not represent the actual state of development of these two things? If this is true, it will follow that the better the development the better the personality. That these may be developed to almost an unlimited degree admits of no argument. Every normal being is a bundle of wonderful possibilities. Each of us possesses a combination of faculties and qualities. These are both positive and negative. For instance, we have observation and heedlessness; memory and forgetfulness; judgment and injudiciousness; imagination and dullness; and we are cultivating either the positives or the negatives all the time.

Modern psychological research has revealed the scientific way by which we can consciously train the positives, and by training these positives of the intellect we increase our ability. But this is not all.

Supervision is one of the greatest expenses in any business. Supervision is occasioned by errors of omission and commission. Errors of omission and commission are all traceable to the negatives. *The negatives diminish as the positives are cultivated.* As we cultivate our ability, reliability, endurance and action we make for success. The first letter of these four words: A-R-E-A, spells Area—the *area* of man or woman, and in the cultivation of these things lies the secret of personality.

KNOWLEDGE OF GOODS

Salesmen should know not only the stock, how to arrange it, and just where to look for it, but they should know the story of the goods. They should be able in some cases to tell their story in a few words; but in other cases they should elaborate upon it. In all cases it should be vitally interesting and it should be logical.

Manners of expression enter

into the subject, such as the handling of the voice, the selection and arrangement of words used, the gestures, and so forth.

EDUCATION

It is a lamentable fact that salesmanship as practiced to-day in a large number of cases is exceedingly crude. Our public school systems are largely at fault in not preparing people properly. It is a problem that must be met by employers, and many are making earnest efforts in this direction.

Occasionally talking to an employee, or occasional lectures or bulletins are not thoroughly effective. The principles of these things must be made plain, and these can be mastered by study only. The experience of the world educationally is that the text-book method combined with personal instruction is the most effective. The great professions of the world made no great advance until the tested knowledge pertaining to their line of work was collected and arranged in systematic order, thereby making the principles plain.

The reason that most people do not accomplish more is that they do not attempt more, and the reason they do not attempt more is because of ignorance. Ignorance is the bedrock of failure. Employees do not know enough, and the trouble is that many employers do not know how to teach them. The great difficulty lies in the lack of tools to work with or the system of education. Business houses in all lines are awakening more and more to the importance of this educational movement and of the necessity for more efficiency. They are realizing that it requires high-grade specialized work. They are beginning to see that the chief assets of any institution are the brain and bodily powers of their employees; that an educational department is just as essential as the production department, the buying department, the credit department or any other department. Until business men thoroughly organize this part of their business advertising will never reach its highest efficiency.



The head of the advertising and sales departments of a concern manufacturing and selling a high grade article largely through department stores, just made the following remarks to us:

"From what I hear from buyers and merchants from New Orleans who have been in New York recently, I am thoroughly satisfied that your claim of supremacy for THE NEW ORLEANS ITEM, at least as an advertising medium in its own field, is thoroughly founded and well sustained. It will please you to know that these buyers and merchants invariably put THE NEW ORLEANS ITEM first in their size-up of the newspapers as advertising mediums to cover New Orleans and vicinity."

We quote this gentleman's words because they are emphatic and to the point. We were personally much pleased to hear him speak in this way, because he is one of the few who found it very hard to see the light.

The net paid circulation of THE NEW ORLEANS ITEM is now far in excess of 30,000 copies each day and continues to show a steady, healthy growth. This circulation is entirely within the buying radius of New Orleans and largely within the actual city limits.

THE NEW ORLEANS ITEM is the home newspaper of the wideawake, progressive element, and that this is evident to local merchants and general advertisers who make a practice of keeping in close touch with local conditions, is demonstrated by their use of the advertising columns of THE NEW ORLEANS ITEM to a greater extent than any other New Orleans newspaper, many of them using it exclusively.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

THE LATEST THING IN LAND-SELLING

HOW THE CONCENTRATED CAMPAIGN AND THE COLONIZATION IDEAS ARE BEING WORKED OUT—WHAT A CHICAGO ORGANIZATION IS DOING IN THE WAY OF DEVELOPING TRACTS AND ACTUALLY MOVING PEOPLE FROM THE NORTHERN CITIES DOWN INTO THE AGRICULTURAL SOUTH

By S. Roland Hall.

For a year or so there has been unusual activity in Southern real estate.

It is not difficult to understand the activity. Government free land became practically exhausted. Western lands of good quality went up to \$100, \$150 or \$200 an acre and stayed there. A big influx over into Canada began, but that movement shot its bolt, and attention began to turn to the only part of the United States where there was and is yet a great deal of land of good possibilities to be had at low prices.

The reason for the low price of land in the South is an old story. That favored section was a long time in recovering from the devastation of the Civil War. The people were cursed with too much land, and the land became neglected. The Southern planter, accustomed to working large tracts, was not quick to change to intensive and special farming.

But as far back as fifteen or sixteen years ago there was a marked tendency in the South to cut up the old plantations and large tracts. When the writer lived in Virginia a dozen years ago, a good part of his time was taken up in surveying large farms and cutting them up into small truck farms. Wheat, corn, tobacco, and the other

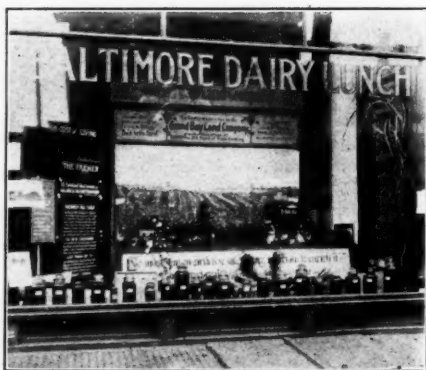
standard crops were, particularly in the eastern part of the Old Dominion, rapidly replaced by crops of melons, tomatoes, peas, asparagus, strawberries, onions, potatoes, etc. Land values rose steadily, even under the influence of native buying.

The increased prosperity of the South has brought Northern land promoters by the score, some of whom are destined to play a worthy part in the coming great development of the natural agricultural section of the United States, while others will only embarrass the legitimate promoter and retard progress.

Little has appeared in print about the Grand Bay Land Company, a concern that has large holdings in the Grand Bay section of Alabama, some twenty miles southwest of Mobile. Nevertheless, this concern, with its distinctive methods, has achieved notable success during the last year.

H. S. Hoover, the founder of the company, was Chicago superintendent for the International Correspondence Schools, and his work for the Grand Bay Land Company reflects the successful field methods of the I. C. S. that he directed in the Middle West.

In a resting period that Mr. Hoover took about a year and a half ago, he traveled around, looking at lands. His observations convinced him that the Far West



BREEDING LAND FEVER IN THE PUBLIC THROUGH WINDOW DISPLAYS, AUXILIARY TO NEWSPAPER ADS

Why BETTER FRUIT Is An Exceptional Advertising Medium

Because its 13,000 subscribers are all people with plenty of means, whose incomes are steadily increasing and who have the inclination to spend unstintingly—the most desirable kind of customers.

Because BETTER FRUIT enables advertisers to reach 13,000 families of this character without having to pay for thousands of less desirable circulation as well. All of BETTER FRUIT'S circulation is of one grade—the very best.

BETTER FRUIT

*The Only Fruit Grower's Paper in America
Devoted Exclusively to Fruit Growing*

The readers of BETTER FRUIT are the big, prosperous fruit growers of the country and their families. These 13,000 fruit growers produce practically the entire fruit supply of the nation. They are well off and their profits are growing yearly.

As a result, their families are living in the most comfortable circumstances. They have plenty of money to spend, and spend it with the confidence that comes from increasing incomes.

These are the 13,000 homes into which BETTER FRUIT brings its advertisers every month. That is why it gets results.

BETTER FRUIT PUBLISHING CO.

HOOD RIVER, ORE.

When arranging the specifications for your catalogues, booklets and mailing pieces, it is well to remember that the "law of diminishing returns" applies to cover papers the same as to other advertising mediums.

Buckeye Covers

Buckeye Cover printed matter, on the average, will be found a pretty "happy medium" between the extremes of unprofitable cheapness and unnecessary expense.

You can't get another cover as good as Buckeye at anywhere near the price; and you can't often get a better cover for your purpose at any price. Our "*Buckeye Proofs*" will prove this to you. Write for them.

Buckeye Covers are stocked by representative dealers in all principal cities. Sample Book direct from mill on request.



The Beckett Paper Co.
MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

and Texas were too far developed to afford a fertile field for a new land-selling concern. He was attracted to the Grand Bay section, lying along the Louisville & Nashville Railroad and close to the Gulf. Satsuma oranges, paper-shell pecans and other tropical fruits were being raised on these lands at a profit that was almost beyond belief. The result of the investigations of Mr. Hoover and of Mr. M. P. Barker, cashier of the Western Department of the I. C. S., was that a company was made up of a number of I. C. S. field officers, several of whom have since resigned to give their entire time to the land company's work. J. H. Reichert, an expert agriculturist and the Eastern vice-president of the International Correspondence Schools, became president of the company and added considerably to its strength.

At the outset one hundred five-acre orchards were laid out and offered to one hundred "good fellows," the promoters endeavoring to interest their acquaintances in these. The one hundred orchards were quickly sold. Option after option was taken until at the present time the company controls in the neighborhood of 50,000 acres of land at or close to the original Grand Bay settlement. Both orchards and undeveloped land are being sold, the size of the tracts varying all the way from five acres to forty. Something like eleven thousand acres have been sold at the present time.

This concern has done no magazine advertising, and the newspapers have been used mainly for timely advertisements, such, for example, as the announcement of the return of a prospective purchaser who has been down to inspect the property or the return of an officer who has come back with an interesting report. In fact, this company's operations might be more appropriately called a well-organized salesmanship campaign rather than an advertising campaign. It is not that the officers lack faith in magazine advertising, but experience has shown that such good results can be obtained by confining the advertising to given communities

that there is no inclination to scatter.

The orchard proposition is to sell a man five acres, on the basis of \$300 down and \$30 a month. The company is equipped, and enters into contract, to plant the orchard in oranges and pecans and to bring it to the point of bearing, which period is put down at four years. After that time the company will continue to take care of the property for a part of the yield. The proposition seems to appeal strongly to the city man who prefers to hold his old job until the hardest part of the land development is over.

Stronger still, however, is the Grand Bay Company's method of selling many of these lots of land to people in the same neighborhood. The city worker, hard pressed by the high cost of living, may think favorably of moving to the country, but when he is the only man going from his home town and he has no idea what kind of people he will find in the new community, he does not feel that yearning that he is likely to feel when he learns that a dozen or a score of people right in his own city have purchased. In Rockford, Illinois, the salesman of the Grand Bay Land Company made sales to seventy-five people, and a dozen families moved down. In Scranton, Pa., at the present time the company has made over 150 sales, and a number of those who purchased have moved to the colony.

The sales territory of the company is divided into four sections. The Eastern territory extending west of Ohio and north of central Pennsylvania is in charge of N. G. Lennington, former manager of the Methods of Working Department of the International Correspondence Schools.

The methods of working in the Eastern division have been mostly distinctive and expensive window displays, and the distributing of circulars in the community, which circulars usually have some kind of return card enclosed or attached.

The window displays have been unique. One showed a miniature

Reaching the Purchasing Public of 1,500,000 in Greater Boston

The wealth per capita of the people within ten miles of Boston is as great, if not greater, than that of any other centre in America, and the discriminating intelligence of this section is at least equal to, if not greater, than any other equally populous centre.

A canvass of the best residential streets of Boston and the adjoining suburbs shows that the Boston Herald reaches the majority of homes. The owners of these homes are those who patronize the Boston department stores and these owners are the people that the advertiser desires to reach.

The Herald is the best medium to secure business in this section, and the foreign advertiser who wishes to cover this field must use the Boston Herald.

We desire an opportunity to tell you about the phenomenal growth of the Herald and the quality of its circulation, and how you can cover Boston. Address the Publisher

Boston Herald

Boston

Mass.

Southern orchard, with bungalow and barn, and a man working in his garden. The windmill was whirling industriously, and every now and then the kind-faced cow in the foreground threw her head. The moving features of this display, together with the rich display of tropical products from the Grand Bay section, never failed to draw a crowd. A salesman was in attendance to distribute literature and to work up prospects.

The window cards were excellent pieces of advertising: "There will never be another crop of land," "Manless land for landless men," "Go South, young man," "Where is the money you have worked so hard for in the past?" and so on.

The club idea has been worked successfully. The literature would impress the prospect, he could not controvert the figures showing the earnings possible on a full-bearing orchard, and yet he was skeptical. He was inclined to say, "Well, if I could be sure that this thing was just as you say it is, I'd think it was just the thing for me; but I don't know about it; I got stung once," and so on.

The Grand Bay salesman comes back at him in this way: "Very well; you don't have to accept any one's word or opinion. We are making up a club of ten here in your community, and you can help to get it up. It will cost you just ten dollars to go into the club. When the club is made up, you ten men get together and elect one of the circle to go down and see for himself. When he returns he reports to you. If he advises that everything is as represented, the ten dollars counts on the first payment. If he reports adversely, we return your ten dollars."

Met with this confident kind of argument, many prospectives have not waited for a club of ten to be formed before taking the trip. Recently a party of thirty went down from Scranton.

This concern has gone much further than most land companies, for it has both the capital (\$300,000) and the organization to develop the land. The services of an expert horticulturist have been engaged for a number of years,

and all of the orchards have to be laid out and developed along the right lines. The company is even going so far as to encourage purchasers to take up courses of home reading along agricultural lines, to be prepared for their new work when they are ready to take it up.

This company in sending people to its tracts to personally inspect the property is helped greatly by the fact that there are a number of well-developed orchards in the Grand Bay section, into which the prospect can go and compute for himself the average value of the pecan tree or the Satsuma orange tree at the verified prices paid for the products. Besides, when he arrives at Grand Bay, the company's development work is going on impressively.

Eastern offices have been opened in Hazleton, Wilkes-Barre, Binghamton, Rochester, Syracuse, New York, Boston, Montpelier, Washington, Baltimore and other cities.

Says Mr. Lennington, who talked at length with the writer and whose territory has so far led the others in sales: "There are three principles of successful colonization: subdivision, settlement, development. Statistics show that all real property, except corporate holdings, change three times within a century. People like to change; they long for something beyond what they have. It is our work to make them discontented with the conditions confronting them in the cities and to bring them to the point of believing in the great future of life in the South."

WRIT SARKASTICK

YORK, PA., April 19, 1911.

Editor of PRINTERS' INK:

Hats off to the new Regal 5% idea. The greatest idea in revolutionizing business methods the world has ever heard of.

Actually selling shoes direct from manufacturer to consumer (through a middleman) without any expense or profit to the middleman.

Why not spread the idea to other lines—and still further decrease the present high cost of living?

S. KAUFFMAN.

WHICH PITTSBURGH AFTERNOON NEWSPAPER HAS THE LARGEST NET CIRCULATION?

The Pittsburgh Chronicle Telegraph

The detailed comparison of the circulation for the months of March, 1911, and March, 1910, tells the story of the steady growth of a real newspaper, a growth due to the merits of the paper alone, and not stimulated by any merchandise or other coupon scheme.

This statement that THE PITTSBURGH CHRONICLE TELEGRAPH has the largest net circulation in the afternoon in Pittsburgh has been made to local advertisers by circulars, and to the general public by publication in several issues on the first page of the paper.

So far this statement has remained unchallenged by any other Pittsburgh newspaper, which is the best evidence that it is true.

THE PITTSBURGH CHRONICLE TELEGRAPH is known everywhere as "The Paper That Goes Home." For seventy years THE PITTSBURGH CHRONICLE TELEGRAPH has been building up this home-going quality, knowing that it is the paper in the home that gives value to the advertiser. Papers stripped of coupons and lying unsold in a news depot produce no business.

Today THE PITTSBURGH CHRONICLE TELEGRAPH stands supreme in the afternoon field in Pittsburgh. By no method of comparison does any other afternoon newspaper in Pittsburgh approach it in circulation, influence with its readers, or results to its advertisers.

THE FIGURES THAT SHOW THE MARVELOUS GAINS:

March	1911	1910
1.....	90,063	78,379
2.....	89,876	77,339
3.....	90,858	76,397
4.....	88,766	76,565
5.....	Sunday	75,114
6.....	90,820	Sunday
7.....	90,165	77,276
8.....	90,587	77,523
9.....	90,655	77,314
10.....	90,454	77,964
11.....	86,694	77,632
12.....	Sunday	75,030
13.....	90,889	Sunday
14.....	90,600	77,783
15.....	91,042	78,180
16.....	90,986	77,761
17.....	90,868	78,081
18.....	87,556	77,688
19.....	Sunday	72,260
20.....	90,572	Sunday
21.....	91,313	79,970
22.....	90,111	78,939
23.....	91,213	79,209
24.....	91,180	79,169
25.....	88,059	80,119
26.....	Sunday	76,178
27.....	91,239	Sunday
28.....	90,885	78,663
29.....	92,314	78,921
30.....	92,015	78,802
31.....	91,057	78,815

Total....	2,438,919	2,099,051
Less Returns		
Left Over		
and Spoiled.	249,955	279,919

Net.....	2,188,964	1,819,132
Net average		
one month	81,073	67,375
Net average per day,		
March, 1911.....		81,073
Net average per day,		
March, 1910.....		67,375

Net average increase		
per day.....		13,698

City of Pittsburgh, } ss.
County of Allegheny, }

I, George S. Oliver, President of the Pittsburgh Chronicle Telegraph Publishing Company, solemnly swear that the above statement is true and correct, to the best of my knowledge and belief. (Signed)

(Seal) GEORGE S. OLIVER.

Sworn and subscribed before me this 11th day of April, 1911. ALICE A. TRILL.

Notary Public.
My Commission Expires Jan. 16, 1913.

HAND, KNOX & CO., Special Representatives

BRUNSWICK BUILDING, NEW YORK
JOURNAL BUILDING, KANSAS CITY

BOYCE BUILDING, CHICAGO
CANDLER BUILDING, ATLANTA

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, April 27, 1911.

Chickens Come Home to Roost

The movement toward a higher standard of advertising honesty is getting to the point where it is becoming interesting. So long as the agitation was confined to glittering generalities and after-dinner speeches that were very much up in the air, practical men were too busy to pay heed. But now the subject is being brought down to earth by the only effective plan—that of going after notorious offenders with hook and hammer. PRINTERS' INK recently gave leading position to an article by the president of the Association of American Advertisers showing by concrete example how rampant is the habit of exaggeration and over-statement even among the higher grade of advertisers. The matter is also pointedly put by Harry Drummond, advertising manager of Elliott, Taylor, Woolfenden Company, in a talk before the Detroit Adcrafters: "Advertisers in go-

ing after business have never allowed a competitor to tell a bigger story, moving the limit up and up until it took an unscrupulous, monumental liar to get into the kindergarten class of advertising men. Newspapers have prostituted their columns, have sold space for money, regardless of what went into that space, until fully 90 per cent of the advertising published to-day is discounted from 20 to 100 per cent by every one."

In St. Louis the situation has come to a head. The St. Louis Piano Dealers' Association framed a protest to the publishers of the daily papers of that city asking that certain forms of tricky advertising should be henceforth refused. Twenty-one leading piano dealers of St. Louis signed this protest:

We, the undersigned, piano dealers of St. Louis, respectfully request that you refuse the use of your columns for certain forms of tricky advertising, such as Picture-Puzzle Schemes and so-called Contests of various kinds in which Prizes of questionable value are offered as Baits to draw a large number of replies from your innocent readers, but the real object of which is to get into the readers' hands *through your assistance*, "Credit Letters," "Checks," "Certificates," etc., supposedly worth \$100 to \$150, as part payment on over-priced stencil grade pianos.

We have been regular and extremely liberal buyers of your advertising space for many years and as such we feel we have a perfect right to ask and receive your protection against this illegitimate, ruinous form of competition, especially as these "Schemers" are foreign to St. Louis and will only use your columns with small copy for a few months until they have drained St. Louis of all piano buyers and then move into other fields ripe for the picking.

This protest for the piano men received the formal indorsement of another organization, the Associated Retailers of St. Louis. The publishers' reply is as follows:

To the St. Louis Piano Dealers' Ass'n:

The publishers take the view that the newspapers are not in a position to terminate contracts which were made in good faith, on which copy has been printed over a period of several months. It is the further judgment of the publishers that, in making the contracts now under discussion, and in accepting copy, they were pursuing a course established by St. Louis piano dealers who, in comparatively recent times have offered and had accepted

similar copy. Another difficulty which presents itself for the publishers lies in the fact that the piano trade is but one of many lines affected by the prize or coupon plan and that a compliance in the present instance might become far-reaching and onerous in its results.

The publishers take the position that the commercial aspect of the present question cannot properly be discussed; that this question of competition belongs to the piano trade, and that the publishers can act as requested only when fraud is shown by the post-office or other competent authority.

THE ST. LOUIS REPUBLIC,
By Henry W. Cary,
General Manager.
GLOBE PRINTING CO.,
T. M. Hollingshead,
Business Manager.
THE PULITZER PUBLISHING CO.,
W. C. Steigers,
Business Manager.
THE ST. LOUIS TIMES,
Edw. L. Preetorius,
Pres. and Gen'l Mgr.
THE STAR-CHRONICLE PUB. CO.,
W. J. Lowenstein,
General Manager.

In one respect these publishers have laid themselves open to criticism: that they will not edit their advertising columns unless the fraud is of a sufficiently virulent nature to attract the attention of the "Post-office or other competent (?) authority."

In another respect they hold strong strategic ground: that some of the advertisers signing the protest have themselves been guilty of reprehensible advertising. Here we get at the nub of the whole matter. No man can go into court successfully unless his own hands are clean. No man can successfully take the rostrum on behalf of honest advertising if his own copy is tinged with exaggeration or misrepresentation even in slight degree—or if his merchandising methods or the article itself will not stand the closest scrutiny.

There is this to be said about over-statement in advertising: like other forms of dishonesty, it is not only poor policy but it is also unnecessary. Where a questionable claim crops out in a given piece of copy, if the advertising man will study his subject closely and carefully enough, he will invariably find that he can substitute another statement which will be even stronger and yet be entirely within the bounds of truth. Most lying advertising is not so

much the result of a settled dishonest policy on the part of the advertiser as it is of superficial thinking and slipshod work on the part of the advertising man.

Exclusive Agencies

In certain lines of business, one of the greatest of the problems of distribution is the matter of whether to grant exclusive territory to retailers. The theory is that if a dealer is given sole selling rights within a fixed territorial limit he will push the sale of the article so hard that the manufacturer will reap greater benefits than if he sells all dealers who can be induced to buy. But theories do not always work out, and manufacturers who abandon the restricted territory plan seldom return to it. On this point the experience of such a notable merchandising success as the Victor Talking Machine Company is well worth considering. H. C. Brown, advertising manager of the company, in talking to an assembly of piano manufacturers the other day said:

"I notice that many pianos are distributed through an exclusive territory arrangement. That is not a practice of ours. It has been our experience that where we did this we suffered for it. As soon as the dealer found that he was protected in his territory, he lay down. When we put a second dealer into the territory dealer No. 1 woke up at once, with the consequence that both dealers did a large business—more than double that of the first. I am sure that this general condition in the piano trade could be corrected by creative advertising, advertising, that is to say, which creates new interest and new patrons."

The Victor company is 170,000 instruments behind in its orders to-day, and, of these, 70,000 are Victrolas retailing at \$200 each. No amount of advertising would have placed this concern where it is to-day if it had deliberately kept its channels of distribution down to the minimum—which is what the exclusive agency plan really amounts to.

There is also another side to it: Where a manufacturer builds up a demand for a certain type of article and then refuses free access to it through all dealers he is encouraging, nay, forcing, the

building up of competition which he is bound to feel in the end. The dealers who were not allowed to sell Holeproof hosiery and yet had repeated calls from the public for guaranteed hose simply *had* to do something about it. And they were successful in finding other manufacturers who were willing to supply them with competing hose to be sold under guarantee. The moral seems obvious: the more outlets, the larger the net sales to the manufacturer, now and in the future—particularly in the future.

Lazy Minds and Try-out Analysis

Elsewhere in this issue a writer remarks "the human mind is a lazy thing." There is a wealth of advertising application and significance in such a statement. It explains much that puzzles.

In the first place it explains the lack of results from advertising that doesn't leave its ideas clear—that compels special effort on the part of the reader to get the argument or realize what the advertiser wants you to do.

But mental laziness in *advertisers* is the most deadly thing of all. Advertising is all mental—the advertiser is obliged to sit in a lone office and think out conditions and states of mind in many varying sections of the country and in the most heterogeneous population on earth. The salesmen deals with a personal unit, and doesn't need to work with an unseen quantity.

Consequently the most successful advertisers are almost invariably the most analytical men. Some of the experiments and tests made by advertisers who really must lean heavily on advertising are as thoroughgoing as any made in the most technical and scientific workshops.

The average advertiser is, however, far too prone to do the thing others are doing or follow the path of least resistance. Instead of analyzing his article first by try-out, he practically rules "take it or leave it" and he advertises almost anywhere or everywhere, and not in the spots and in

the mediums which offer the least resistance factors. He, or his advertising manager, or his advertising agent is lazy-minded.

There is no harder work in business than to analyze the advertising campaign and the selling situation. Yet there is also no more fascinating work, and one inviting so many faculties. It has been said that what makes master financiers is the faculty of analysis, because they, like advertising men must judge of states of mind, broad economic and endless other factors. Yet they find it the most attractive work in existence.

Small advertisers might grow more rapidly and healthily if they set about an intelligent series of "try-outs" in the care of an intelligent and conscientious agent. A manufacturer is usually so full of "the maker's view-point," and so full of loose optimism as to how the public will rush to buy the goods if given a chance, that he sees little use in try-outs. Yet try-out campaigns in carefully selected cities are the only advertising propositions ever invented which offer means of trade development for manufacturers with little or no distribution and slender capital.

ROCHESTER AD CLUB MAY 4

The final dinner of the Rochester Ad Club for the spring season is to be held May 4, and present indications point to a banner attendance. The first speaker will be Herbert F. Gunnison, business manager of the Brooklyn *Daily Eagle*. He will be followed by Robert Frothingham, advertising manager of *Everybody's*; then will come Henry D. Wilson, advertising manager of *Cosmopolitan*, and as a final contribution, Elbert Hubbard, of East Aurora.

The Rochester Ad Club now numbers over 250.

CHANCE AND THE MAIL ORDER BUSINESS

"Advertising statistics indicate that chance is the strongest factor in a mail order campaign," said A. R. Wellington, secretary of the Advertisers' Club, in a lecture on "Mail Order Advertising," April 7, before the class in advertising at Marquette University, Milwaukee. "Records show that out of every twenty 'selling by mail' campaigns, only one proves successful."



Yes, this is a shadow of me on paper. Do you care to hear the kind of talk which comes from that kind of a face? I have several notions to correct and will give you at least six chapters on the subject.

Chapter I is to your advertising agent. You have the habit of neglecting St. Nicholas as an advertising medium and yet you read it yourself on the sly. Bah! I have found fourteen grown-ups myself reading the history of "Fans" running in St. Nicholas now under the title of "The Battle of Baseball." I can prove that St. Nicholas has the largest circulation per minute of any magazine in the world.

DON M. PARKER
Advertising Manger

THE SERVICE IDEA IN MODERN RETAILING

INFLATED PUBLICITY CANNOT MAKE
UP FOR INSINCERE DEALING—INTERESTS
OF CUSTOMER OF FIRST
IMPORTANCE IN VIEW OF DETROIT
AD CRAFT CLUB SPEAKERS

"A man's own business is usually all prose to him," is the illuminating way R. C. Banker, of the Campbell-Ewald Company, of Detroit, puts it. "His everyday contact with it makes it seem commonplace. Yet," he continues, significantly, "the imagination and ability of the advertising man ferret out the interesting points and raise a business from the commonplace to a point where new interest is shown even by the owner of the store himself."

Mr. Banker was talking on "The Individual Shop" before the Detroit Adcraft Club on March 30, and he was taking the individual shopkeeper to task for not properly advertising the many advantages Mr. Banker thought he enjoyed over the department store.

"Gentlemen, when you make a promise, and arouse the expectations of the consumer, your business success depends upon the fulfillment of such a promise in its fullest sense."

Harry Drummond, advertising manager of Elliott, Taylor, Woolfenden Company, spoke on "Service vs. Sensational Bargains." He said in part:

"Sensational sales, trading down, cutting prices, or, rather, advertising goods at less than they are worth have been a gold mine for newspapers. It has been followed until the relative value of newspaper space has depreciated and, in a great many places, advertising is a joke.

"And in the face of these conditions, there are mercantile institutions that have done, still do and will continue to do business, and big business, too, simply because they have allowed their advertising to tell the truth, and have kept up the service of their stores.

"Marshall Field & Co. have what is perhaps the greatest organization in the world for the accumulation and distribution of merchandise. Service is what has made this house what it is. Service and satisfaction. The customer is always satisfied. The customer is always right, there can be no argument. It is the customer that must be taken care of. And they do business, too.

"The matter of serving those who come to our stores is of greater importance than the securing superfluous stocks of prominent Eastern manufacturers at less than cost of the raw material. That does not fool any one except the man who writes it, and the man who pays the man to write it, and in a great many cases it is only the latter that is fooled."

G. A. Lindke, of the Lindke Shoe House, could not be present, but sent in his paper on "Getting Salespeople in Line," which was read by Mr. R. C. Fowler, of the Detroit City Gas Company. Among other things he said:

"In my opinion, the salesman in a retail store comes pretty nearly being the 'whole works,' as far as building trade is concerned. He is not only the salesman but he is also the advertising man, the proprietor and everybody else, in the customer's mind. He is the one who comes in direct contact with the customer. If he is a business builder he will be of service to the customer. His manner and knowledge of his business will advertise the store so that one satisfied customer may be the means of bringing many more, because every one has friends."

Mr. Lindke described how he had standardized store practice by putting exact instructions into a booklet for his employees, how he kept up "selling form" by conducting a school of instructions in salesmanship, and how he increased interest and enthusiasm by a system of bonuses.

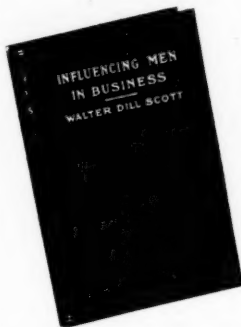
"The Mechanics of Retail Advertising" was the subject of E. L. Sanderson, of the Advertising Department, Detroit *Free Press*.

JUST PUBLISHED!**INFLUENCING MEN IN BUSINESS**

Here is a book you'll surely want to read! For it shows how you can increase the "*pull*" in any advertisement or selling talk by following a few simple laws for *influencing men's minds*. It describes these laws, explains how they work, and shows how to turn them to *practical* use in your everyday work!

By WALTER DILL SCOTT

*Director Psychological Laboratory
Northwestern University*



Professor Scott's previous works are standard among advertising literature. But this new book is of even greater importance, for it deals with the *fundamental* problem of all selling effort. Back of it are years of experiment and tests with thousands of individuals. "I consider it my best work," says Professor Scott.

168 pp. Illustrated. Price \$1.00 Postpaid

Special prices on quantities over 5

THE RONALD PRESS CO., Pubs.**Rooms 18-42 - 229 Broadway, NEW YORK**

Just pencil an order on your card or letterhead, attach a dollar bill and mail!

FACTS

CONCERNING THE

ROYAL STANDARD TYPEWRITER

1. It does the **best** work.
2. It does the **most** work.
3. It lasts the **longest**.
4. It costs the **least**.

No matter how *much* you pay, you can not buy a *better* typewriter than the ROYAL. A trial will convince you.

Price \$65.00**Royal Typewriter Co.**

**Room 52, Royal Typewriter Bldg.
New York**

A Branch in Each Principal City

Recent Decisions of Interest to Advertisers

"Perfect Satisfaction" Defined.—In the case of *Tobin vs. Kells* (Mass., 93 N. E. 596) it was decided that the contractor who had agreed to remodel houses to the "perfect satisfaction" of the other party to the contract had to perform the work in such a manner that the employer, acting as a reasonable man under the circumstances, would be satisfied.

Seller Must Give Opportunity to Inspect.—In order for the sale to be regarded as complete, a seller must give the buyer an opportunity to inspect the goods, and the mere unloading and unpacking necessary to inspection does not constitute an acceptance nor the waiving of defects. *Building Supply Co. vs. Jones, S. C.*, 69 S. E. 881.

Use of Surname as Trade-Mark.—It is a generally established principle that every person may use his name honestly in either his own individual business or in a partnership with others, but that he may not take advantage of the similarity of his name to that of others to mislead the public as to the identity of his business or the business of the firm with which he is associated.

This principle is reaffirmed in the case of *Aetna Mill & E. Co. vs. Kramer Milling Company* (82 Kan. 679, 109 Pac. 692) where it was held that a person will not be prohibited from using his own name upon marks or brands of articles of his own manufacture merely because that surname has been properly and at a prior time used by another, who may be engaged in the manufacture of the same class of goods, provided the one making later use of the name will not adopt artifice or device to deceive the public into thinking that his goods are those of the competitor.

In another case (*National Distilling Co. vs. Century Liquor & Cigar Co.*, C. C. A., 183 Fed. 206) the Court held that a corporation may adopt an individual surname as a trade-mark and can protect it except as against persons of the same name who have the right to use it in their own business.

Secret Agreement as to Subscription for Stock.—Those who have allowed their names to be used as stockholders in doubtful enterprises as a bait by which stock could be sold to others may take warning from the case of *Gast vs. King*, 112 Pac. 997, where suit was brought against certain alleged pretended subscribers who, it was charged, had allowed their names to be used in exploiting a patent.

The Supreme Court of Oklahoma ruled in this case that the use of the names of persons of supposed financial responsibility as subscribers for stock was a fraud on a subsequent subscriber who subscribed in good faith. On being able to show that those who allowed their names to be used had actually subscribed no money, the plaintiff was held to have good cause for suit.

Rulings as to Good Will.—In a case before the Federal Court lately (*S. F. Myers Co. vs. Tuttle*, 183 Fed. 235) it was held that a purchaser of a bankrupt business acquired good will, which could not be interfered with by the sons of the bankrupt beginning the business anew. In this instance the business was a mail-order one and the list of subscriptions was valuable. The S. F. Myers' Sons Company was enjoined from using the list in the effort to get business from the old customers, from simulating the letterheads, bill-heads, etc., of the former corporation. It was even held that if they proposed to hold to the name of S. F. Myers' Sons Company, they should move from the old address of 49 Maiden Lane, in order that the former patrons might not be deceived.

In an Illinois case the Court went so far as to declare that one who sold good will could not later make use of his old telephone number in soliciting business where the facts showed that much of the business of the old concern had come through telephone solicitation.

While selling out, bag and baggage, does not mean that the seller may not afterwards enter into legitimate competition there are numerous decisions sustaining the principle that the seller may not, subsequent to the sale, represent in any way that the new business that he is conducting is a successor to the one he has sold.

It has been held, however, in the New York Court of Appeals (*Von Bremen vs. MacMonnies*, 93 N. E. 186) that one who parts with his good will voluntarily has less liberty in later representations than one who suffered the loss of the good will of a business through involuntary sale—such, for example, as involuntary bankruptcy.

Selling Liquor by Mail in Local Option Territory.—Conviction was sustained in the case of *Hayner vs. State*, 93 N. E. 900, Ohio Supreme Court. The trial brought out the fact that a soliciting letter was mailed from Dayton to another part of the same state, soliciting an order for the whiskey. The post-card enclosed was signed and mailed, and in response the whiskey was forwarded. The argument was put forth that the law contemplated that the solicitation must be made in person in order to constitute a violation, but the Court held that soliciting by letter was the same as soliciting in person, so far as the intent of the law was concerned. Such cases as this are likely to come up at any time in states where a part is under local option and another part is not.

◆◆◆

J. W. Lindau has opened offices at 145 West 45th street, New York City, as a merchandising expert. Mr. Lindau has been connected with the Federal, Sternberg, Foster Debevoise and the Hampton Advertising Agencies as manager of sales and copy departments. He was at one time advertising manager of the Moe Levy clothing stores and of the Enamel Kitchen Utensil Company.

Extract from an editorial in

VARIETY

In announcing a change in advertising rates for May 1, which is to include a classification of advertising (or classified advertising) we want to make it known that a classified advertising rate card for a theatrical weekly is an innovation.

In a way theatrical publications have exclusive readers, not all publications, nor are all the readers of the favored one exclusively devoted to the single paper. A live theatrical sheet, however, attracts a certain percentage of its readers from among professional people. These are known as a "floating circulation." In traveling, which their occupation calls for, they draw near and far away from the big centers of the country, or from "the" big center, New York City. The local papers, if read at all, are read only for local items, generally pertaining to such local theatricals as the town or city they are then in may boast of.

The daily newspaper or magazine holds no thorough interest. The professional is only wholly interested in that paper providing news of the closest intimacy with his or her profession. Through this means, the theatrical weekly becomes an exclusive medium to a large body of people, that no other medium can reach, for the theatrical weekly is as convenient to the traveling professional at New Orleans or San Francisco (and any other point) as it is at New York.

There is little dispute on the fact that VARIETY, with its established circulation, circulates more papers generally over the country than any one daily printed in the United States. Moreover, VARIETY is on sale all over the country, while the largest out-of-New York daily circulator (New York Tribune) carries almost directly to a mailing list of subscribers. All dailies are confined for public sale of any quantity within a small radius of their places of publication.

The paper which can set forth a valid claim of an exclusive circulation has an immensely added value to the advertiser. It is a rare exception where a daily or magazine can honestly make a claim of this nature. The reader of either is seldom found who does not read two or more of each. With magazines, four or five may regularly go to the same sets of readers. The advertiser who lays out a yearly appropriation advertises in all of these, through each being credited with a vast army of readers.

Variety has earned the place it has gained, as the first among the theatrical publications of the world; first in circulation, first in its news, first in its criticisms and first as an advertising medium.

The advertising columns of VARIETY have been closely guarded. VARIETY has never printed a medicinal nor objectionable advertisement, nor a "guaranteed" advertisement, nor has VARIETY printed any wild-cat get-rich-quick advertisements. Through this and the cleanliness of its news columns, VARIETY has become entrenched, not alone in theatricals, but with the public, and especially that great portion of the public who have something in common with show people, through business relations or as friends and relatives.

Variety has never boasted of its circulation, for the very simple fact that if we told our circulation (which we never have) no one would believe it anyway. VARIETY prints a cover (green) with a distinctive color, and the paper speaks for itself from a circulation standpoint.

With the advantages VARIETY holds out to the advertiser, and the class of people it reaches, in and out of the profession, VARIETY, in announcing classification of advertising by reason of this, not alone installs it as an innovation, but we say that VARIETY is the first theatrical weekly to have created a position for itself whereby it could classify.

Publication Office, 1536 Broadway, New York City

QUICK RETAIL TURNOVER AND ADVERTISED GOODS

AN EXPERIENCE IN BUYING AND
WHAT THE CLERK ADMITTED —
SUBSTITUTION PRACTICE HARMS
PERMANENT TRADE — WHERE BIG-
GEST PROFITS LIE

By J. I. Bernat.

Oftentimes in these latter days we have dinned into our ears the phrase "progressive retailing." Request the average dealer for a definition and he will say, "Giving the public what it wants." But does he do it?

Recently I tried to purchase at an exceptionally well-located drug store a bottle of a hair tonic which has been widely advertised for years. To my surprise, instead of the package the clerk handed me a line of the old familiar "We - have - a-preparation-of-our - own - just - as - good-if-not-better," etc., etc., talk. But I said, "I want Blank's, have you it?" "Yes," he replied, "but in suggesting ours I am trying to save you money. When you buy Blank's you pay a large percentage for advertising. I suppose that it is all right, but their price is higher, the bottle smaller, and the contents at least no better, if as good as ours."

Being interested to account for this rather archaic merchandising system in a presumably modern store, I pursued the matter further and finally induced him to admit that his position depended upon his ability to "switch" a customer from something he wanted to something he did not want, just because doing so meant a few more cents of immediate profit to the proprietor. He said: "I've tried to tell the boss that customers do not like it. Sometimes they buy our stuff but more often they insist upon what they had it in mind to get."

I wonder if that storekeeper realizes that his whole business rests upon a foundation of commercial sand? His products may (?) be superior to widely advertised ones but he is up against a hopeless task in trying

to force the public to believe it.

The public's confidence in advertised propositions is not only great but logical because no manufacturer can afford to put thousands of dollars' worth of publicity behind an inferior article. The moment he commences to advertise, that moment he must decide to give the consumer everything he has in his kit in the way of quality. It consequently seems safe to prophesy that if the time is not already at hand, it soon will be, when the sale in quantity of any but trade-marked and well-advertised commodities will be passed.

I have talked personally with hundreds of retailers all over the country, and I find those establishments doing the largest business are the ones who have abandoned the idea that they can push their own products in competition with exploited ones. One instance I remember particularly, being that of the general manager for a chain of stores. I was talking to him on this subject and said: "Mr. S., I noticed that although you have preparations of your own, your clerks do not appear to push them above the others." "No," he replied, "we have given up the idea of trying to do it. We have found through costly experience that while the clerk was trying to work off our own stuff, he was likely to lose several other customers. Of course, the percentage of profit on our goods is necessarily much larger than we can get on trade-marked and advertised articles, but the increased volume of sales on goods of the latter class practically make the profit average up. We sell the purchaser what he asks for and sends him out of the store quickly, which is another feature of our service, and most important, in that both he and ourselves have the very comforting knowledge that if the trade-marked, advertised article he bought proves by any chance defective or unsatisfactory, the manufacturer stands ready to make good."

This is the whole situation in a nutshell. Aren't quick "turn-

overs," a larger number of sales and customers, and a positive assurance against loss or dissatisfaction to either the dealer or consumer, preferable to slow sales of unexploited products with their necessity for argument, and the not remote possibility of the customer never again entering an establishment employing such methods?

Yes, "progressive retailing" does mean giving the customer what he wants and giving it to him *quickly!*

STANDARD OIL WANTS ALL THE DISCOUNTS

STANDARD OIL COMPANY

56 New Street.

NEW YORK, April 10, 1911.

Editor of PRINTERS' INK:

Replying to your letter of April 6, enclosing bill for one year's subscription to PRINTERS' INK, I would refer you to our order of January 25, in which we avail ourselves of the special rate of \$5.00 for three years' subscription. Am enclosing herewith bill for correction.

H. K. McCANN.

A bill has been presented to the Iowa legislature to license real estate brokers to provide funds to be spent in state publicity.

What Collier's Weekly Says of Us

A SILVER LINING

ONE OF THE BEST NEWSPAPERS, in our opinion, in the United States is the Christian Science "Monitor." It prints the important news and leaves out the dismal shocks which make up such a large part of journalism. The "Monitor" is guided by a great and fertile principle. It has purpose, but it realizes that men are influenced toward the good when the good is enthusiastically shown, more than they are when evil is exhibited and condemned. The positive in the world always counts more than the negative. The best lesson is conveyed by the best example.

Four Editions Daily
BOSTON, MASS.

FACTS

A 24 page booklet for the information and convenience of advertisers about Hunter-Trapper-Trapper, 128-200 monthly, and Camp and Trail (weekly), two publications that charge only "A Dollar for a Dollar's Worth of Space" and why?



THE A. R. HARDING PUB. CO., Columbus, Ohio.

Eastern Representative

R. D. WHITING SPECIAL AGENCY, Temple Court, New York.

GOOD ADVERTISING ATONING FOR SINS OF BAD

EXAGGERATION AND MISSTATEMENTS ARE SO COMMON THAT THE PUBLIC ARE ALL "MISSOURIANS"—MODERN SALES SUCCESS MUST FOLLOW ABSOLUTE ADVERTISING TRUTH

By Bert Moses,

Of M. Wineburgh & Co., New York;
President, Association of American Advertisers.

Much has been said and written about how advertising can be made to pay.

Great stress has been laid upon the selection of type faces, borders, display, illustrations and size of space. The choice of mediums and the importance of circulation have been hammered into the heads of advertisers until further talk on those subjects is simply repetition.

Frequency of insertions and the matter of position, we are told, are vital factors in achieving success. The experts bear down hard on the absolute necessity of having the goods placed before the advertising begins. They assert that there must be complete harmony between the advertising and the sales departments.

Everything that is supposed to enter into a successful advertising campaign has been so thoroughly thrashed out that advertising journals to-day are largely reprints of *PRINTERS' INK* of twenty years ago.

But the one paramount, the one vital element has been lost in the maze of words.

I'll tell you what that is: It is the confidence of the reading public. Advertising never has brought in a full harvest because it has never been fully believed. There have been more misstatements, more exaggeration, more falsehoods told in advertising columns than Baron M. ever dreamed of after drinking a dozen highballs.

And this exaggeration and misrepresentation have not been confined to what are called unscrupulous or disreputable concerns either. They have entered into and continue to enter into the printed announcements of the

most highly esteemed and respectable concerns in the business world.

These extravagant statements have come to be looked upon as proper, and a man may say things in print which he would never say in a duly signed and sealed contract.

Take up any magazine or newspaper, and carefully read and digest what is said in the advertisements of reputable institutions. Analyze the advertisements carefully and interpret the words according to the dictionary. Go at the matter as a stranger from another sphere would do it.

You will be amazed at the untruths, the exaggeration, the bombast, the inflation, the riot of superlatives. The public has come to look upon advertising as something that may be discounted about ninety per cent, and the remaining ten is taken with a grain of sodium bichloride.

If all advertising had been honest from the beginning and was honest to-day, the results following would go beyond the wildest dreams of Herbert Kaufman's dreamers.

If the public believed what all advertisers say, the problem of the big newspaper and the bulky magazine would be solved. A ten-line truthful ad would accomplish more than a full page of braggadocio and buncombe.

It would not be necessary to use big type and big space, and the type foundry could reduce their specimen books to a few pages of body type and title faces.

Advertising has reached a point where the tide is setting in the other way. For every flow there must be an ebb. Almost imperceptibly public opinion is having its inexorable influence.

But the ebb is slow because reforms come slowly. They are developments and not things of an hour. Before advertising pays as it ought to pay, men must become honest either by inclination or necessity.

When all advertising is based on truth, when no statement is admitted into public print that carries any shade of doubt, when the public has learned to believe what

it reads, then will advertising come into its own, and reveal itself as the greatest force mankind has ever known.

When will this time come? When publishers themselves abjure the falsehood, abandon the sensational, taboo the fustian and say only what is so. The news columns are notoriously unreliable. Read the report of the same occurrence in six different papers, and each will differ on material points. The news is colored to meet the idiosyncrasies of the publisher. What is crime to one is statesmanship and patriotism to another.

One account will say a man was "brutally beaten," and another will say he was "deservedly chastised."

Sensationalism, muckraking and whoop-'em-up broadsides have become so common that the thrill of excitement and indignation no

longer traverses the public spine. The whole proposition resolves itself down to this: Honest men.

Walt Whitman said: "Produce great men; the rest follows." This may be paraphrased thus: Produce honest men, and every evil, including exaggerated advertising and journalism, will disappear, and the world will be ready for Gabriel to come along in his benzine buggy and honk his horn.

This criticism is aimed at the writer as well as the rest of the advertising world. It is a blanket indictment.

B. A. Trestail, recently engaged as advertising manager of the Babson System, the financial statistical organization, has published the first issue of a house organ, "Transactions." The booklet will be devoted to the interests of Shattuck's "Reports on Technical Conditions." Another house organ will be issued in the near future for Babson System itself.

New York Addressing and Mailing Dispatch

FAC-SIMILE TYPEWRITTEN LETTERS REPRODUCED

Addressing of Envelopes, Wrappers, Postal Cards, Etc. Folding, Enclosing and Mailing. Envelopes Addressed and Filled in by Typewriter

Compilers of Original Mailing Lists of Automobile Owners

Delivery of Circulars, Catalogs, Pamphlets, Price Lists, Calendars, Samples, Packages, Etc., addressed or unaddressed, in Greater New York. Telephone, 4046 Beekman

Dispatch Bldg., 43 Fulton St., New York, N.Y.

1847 ROGERS BROS X S
TRIPLE

"Silver Plate that Wears"
The famous trade mark
"1847 ROGERS BROS." guarantees the heaviest triple plate.

Catalogue "P" shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



ARE YOU TIRED OF RAZOR ADS?



Well, read just one more shaving ad. Read how 3-in-One Oil is the first and greatest aid for luxurious shaving.

Try this—draw your blade between your thumb and fore finger moistened with a few drops of 3-in-One. Always do this before stropping and after shaving. Note the keen, perfect shaving edge.

Write today for a generous free sample of 3-in-One and the Scientific "Razor Saver" circular.

3-IN-ONE OIL CO.,
12 Broadway New York



Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

Almanacs
Booklets
Catalogs
Circulars

IN

Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

Inquire about our Distribution
and Sampling Service

Novel Forms of Auxiliary Advertising

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to PRINTERS' INK readers if correspondence is addressed to The Auxiliary Advertising Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

The Sherwin-Williams Company is distributing a miniature, in attractive white metal, of the little "paint-man" featured in its advertising. The triangular base bears the name of the company and its products, and the slogan "Brighten Up."

Such concerns as the Peters Cartridge Company, the Union Metallic Cartridge Company and the Martin-Senour Company, find coin mats acceptable dealer helps. The material, which is felt, rubber or oilcloth, is printed with the advertising matter in oil-color paints.

The latest "stunt" in glass paperweights is to insert the conventional business card or announcement to show from the top, with the addition of the following: "We want to do business with the man on the other side." The recipient turns over the weight to find—his own reflection in a neat, clear mirror.

The Bell Telephone Company is shortly to distribute among consumers a blue glass paper weight in the shape of the familiar bell shown in the company's advertising signs, literature, etc. Upper New York state will be the first section to be covered.

A good premium is to be had in a tea strainer made of wire and aluminum. The strainer is suspended in a U-shaped support in such a manner as to allow free movement. The support has for a base a small cup to receive drippings. The whole is fitted with a stand and handle for table use. Other specialties in this line are coffee strainers and tea balls, usually furnished in sets.

An innovation in blotter advertising has been put into effect, by attaching with ribbons to each blotter a small reproduction of a girl's head hand tinted in water colors. The blotters come in a series of twelve, each with an individual design.

Financial institutions are using pocket savings banks which can only be opened with keys held by the bank distributing these unique novelties. Only dimes can be deposited in these receptacles, which are of celluloid and metal, and slightly larger than a silver dollar in thickness and circumference.

The Autopiano Company in a letter sent out recently to dealers offering details concerning prices, etc., secured more than the usual number of replies by leaving a wide space at the foot of the letter, with the request to "say the word" on the margin and return.

A "freak" mirror set in an imitation book of heavy board, about three by four inches in size, is a novelty in use to some extent. The front of the book bears the legend "Have a Little Fun at Our Expense," and the inside, facing the mirror, carries the distributor's story.

A dignified form of advertising is available in a new combination leather card-case, bill-fold, and change receptacle. Space is also allowed for identification card, memorandum book and pencil. Either the inside or the outer surfaces can be used for the advertiser's imprint.

Decalcomanie transfers, such as every schoolboy delights to use in decorating his hands and his books, are being used to advantage commercially by advertisers. The Lovell-McConnell Manufacturing Company (Klaxon Horns) is mailing and distributing in various ways a standard size post-card on the reverse side of which is a design to be transferred. The card is first dipped in water and then pressed firmly upon a smooth surface. Upon removing the card itself, the design, until now indistinct, remains in bright, attractive colors. In this case, it is a reproduction of a photograph of President Taft and his family in an automobile equipped with a Klaxon. The company has relied upon the common trait of curiosity for results and reports returns have been good.

Another use of decalcomanie has filled the needs of manufacturers requiring trade-mark reproductions on leather and cloth goods. Among others, Julius Kayser & Co. are using transfers of this nature for marking their gloves and stockings. A hot iron run over the dampened decalcomanie affixes the trade-mark permanently.

To advertise "Polarine," the new lubricant being put out by the Standard Oil Company, small celluloid court-plaster cases are being distributed broadcast to automobile owners, chauffeurs, dealers, etc. A cut of the can appears on one side, and a short selling phrase on the reverse.

PUBLICITY MAN

to promote the General Commercial and Civic Interest of Baltimore. Salary not to exceed \$10,000 per year.

Greater Baltimore Committee,
N. M. Parrott, Secretary, Baltimore.

This advt. is specially addressed to Canadians who have made good in the U. S. and who realize that Canada is now "the coming country of the world."

BEST MEN WANTED

The rapid growth of the H. Gagnier-Saturday Night interests keep us constantly in the publishing market for really first-class men in every department of our business. We are, therefore, glad at any time to receive a visit from any experienced man who has behind him a record of **having made good.** We are prepared to pay **better salaries to the best men** than they are now getting, provided we can make use of their services. Under any circumstances, we are prepared to go thoroughly into the subject with them, and always in strict confidence. The positions to which we specially refer are

First-Class Advertising Salesmen
First-Class Advertising Agency Salesmen
First-Class Advertising Agency Copy Writers
First-Class Printing Salesmen
First-Class Trade Paper Editors
First-Class Subscription Canvassers

FIRST CLASS means First-Class Experienced men only.

We have at least one position open in each of the above branches **NOW**, to supplement our present staff.

This advertisement will not appear again, so store it in your memory, that we will be pleased to discuss this subject at **any future time** that you may contemplate a change in your present position.

Address personally

H. GAGNIER
Saturday Night Bldg.
TORONTO

President, Consolidated Press, Toronto Saturday Night, Clothier and Haberdasher, Wine and Spirit Journal, Cigar and Tobacco Journal, Trader and Canadian Jeweler, Gagnier Advertising Agency.

The Little Schoolmaster's Classroom

Did you read the series of articles by Annie Monroe that appeared recently in the *Saturday Evening Post*, under the title "A Woman Wins"? If you didn't, you missed a real treat.

The Schoolmaster has run across a dozen people who read the series with great interest, though only a few of them were in the advertising business. Several volunteered the information that the author's account of her plucky, successful experiences in the busy advertising world inspired them—made them feel like getting up and attempting big things. Come again, Annie; the world needs more women with your courage and creative ability.

The Schoolmaster was much interested lately in learning that the policy of the big New York department stores seems to be decidedly in favor of having at least one member of the advertising staff a bright woman. One big store informs the Schoolmaster that it at present employs two such writers. "As goes New York, so goes the world"; department-store work has always been an attractive branch of the advertising field for women, and woman's place in it seems likely to develop broadly. It has been said a number of times that men understand better than women do how to write to influence women. The Schoolmaster cannot see the force of the argument. Women instinctively know a great deal about dry goods and other lines that a man has hard work to acquire; from childhood up she has absorbed such information as easily as a sponge takes up water. Then, too, women are experienced shoppers. They are keen on details that the average man will overlook.

The Schoolmaster was lately asked to recommend a man to write copy for a woman's goods

store. Instead he recommended a bright girl, and it is gratifying to see how enthusiastically and easily this young woman gets around in the store, picks up live store news and turns it into acceptable copy.

* * *

Women's methods of shopping afford interesting study.

A newly married woman spent two whole days shopping for a suit. She finally brought home a pretty brown suit that fitted well and was very becoming, but she was still much wrought up over the purchase, and nervously put on the suit when the husband came home, to learn what he thought of it.

He was as wise as an old married man. He really liked the suit and said so enthusiastically. What did she do? Threw her arms around his neck and wept for joy. And the brown suit was a joy to her as long as the style held good.

* * *

She said: "Mr. B—, I want you to wait on me, and I'll buy an umbrella if you will."

He was more than willing, and after a careful inspection of many umbrellas, she pointed at one and said, "Now if you will put that aside, I'll be sure to come back and take it."

"Mamma," said the little girl beside her, "you've said that in every store we've been to."

The big-store man who told the Schoolmaster this little story says he cannot understand why so many respectable women will practice these little deceptions. He declares that it is an everyday occurrence to have women assert that they want samples for friends, when it is more than likely that they want the samples for themselves; and for that matter they could get the samples just as easily by being frank about it. When a woman says she is going

home to "make up her mind," the wise merchant understands that usually she is going down the street to look at other suits.

* * *

The question habit is a great helper.

Some time ago a committee of the Young Women's Christian Association met to discuss ways and means of drawing foreign-speaking young women to the Association's English class. A man who had enjoyed experience in getting foreign-speaking young men into the Young Men's Christian Association was on hand to tell the ladies how to do it and how not to do it.

"Don't advertise," he warned.

"Why not?" queried one of his listeners.

"We tried it out thoroughly, and it proved to be a complete waste of money."

The questioner persisted: "What did you do?"

He related how so many thousand letters of invitation were written and mailed to selected

lists. The returns were nothing, he said.

The quizzer had one more question: "In what language were those letters written? In English, or in language these people could read?"

The speaker cleared his throat and said, with some hesitation: "They were written in English."

* * *

Copy writers will find excursions into the economics of business interesting and helpful. Too much copy is written with only a superficial knowledge of the channels and conditions of trade.

We talk so much about advertising shortening the line to the consumer. We sometimes forget how changes in trade conditions affect the retailer. A retailer was talking the other day to the Schoolmaster about the diminishing number of wholesalers and jobbers and the increasing number of manufacturers who sell their lines direct to the retailer. Said he:

"There are now only three big

Columbia, South Carolina

with *one exception*, is the largest city of its state.

The Record

is the *only evening newspaper* published in Columbia—its circulation of 5,867 PLUS is confined and concentrated in Columbia and the Central Counties of South Carolina surrounding it. This is the reason it carries the bulk of the *local advertising* placed by the merchants of Columbia.

It will also pay *you* to use the RECORD'S columns to reach Columbia and the *best territory* of South Carolina.

1909—average net circulation . . . 3,901

1910—average net circulation . . . 4,640

1911—average net circulation to date, 5,867, PLUS

A. E. CLAYDEN
45 West 34th Street
New York, N.Y.

H. L. SELDEN
1253 Peoples Gas Bldg.
150 Michigan Boulevard
Chicago, Ill.

jobbers in our line in New York City, where we do most of our buying. There used to be several times that number.

"At one time we could buy many kinds of goods in two or

three-dozen lots, could get them quickly just when we needed them, and we turned our money often. Now it's a case of deal direct with the manufacturer a good part of the time, and we have to not only buy the whole season's stock in advance but a long time in advance at that, when it is difficult to estimate our needs, and to see what is going to sell best.

"It ties up a great deal more of our money. We have \$6,000 in underwear in our loft now. Staple goods, it is true, but our money is there idle.

"Rents and wages are increasing, and goodness knows, we need to be able to turn our money oftener than we did in the old days, but we can't do it the way goods are sold now."

"What's the remedy?" the Schoolmaster asked; but the merchant couldn't answer. And he went on to name three retailers of his town who in this year of 1911 had to give up their businesses on account of increasing expense and the inability to make the profits correspond.

* * *

What does the classroom think of the new policy of the Regal with its fifteen-cent skips in prices?

Two shoe men with whom the Schoolmaster has talked are emphatically of the opinion that the public is too much accustomed to buying shoes priced on the even dollar or the half-dollar for any shoe concern successfully to change the practice.

"It won't go," said one of these shoe men. "Our firm for a long time carried a fine shoe that was priced at \$4.25, and almost every man wanted the twenty-five cents knocked off."

But the great Regal company, with its wonderful organization and effective advertising does some seemingly impossible things, and it seems that it is the only shoe concern that has vigorously advertised the reason for the odd prices. Certainly the advertising is strong in "news value." The outcome of the policy will be watched with much interest.

Edw-Edz

Celluloid

Offer Your Particular Trade Better Guide Cards—Fewer of Them Celluloid Tipped Guides

will outwear six or more sets of ordinary un-reinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. Write for samples.

STANDARD INDEX CARD CO.
701 to 709 Arch Street, Philadelphia

Advertisers' Gut Book



Ideas That Hit the Mark

Unusual illustrations in one and two colors—full of life and action—1,000 catch line suggestions.

Price 25c—and worth it.

Your book is ready.

MOONEY-DICKIE CO.

423 Locust St. St. Louis, Mo.

COMMERCIAL JOURNAL

Official organ of the Retail Grocers', Butchers' and Bakers' Association, the Commercial Club, and Council No. 25, United Commercial Travelers of St. Joseph. Members of the Grocery and Allied Trade Press of America. The only trade paper published in St. Joseph of any description. Sworn statement average circulation during 1910, 5,292 each issue. Write for sample copy and rates.

Commercial Journal, St. Joseph, Mo.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 141,048

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

H. W. KASTOR & SONS ADVERTISING CO., Equitable Building, St. Louis, Mo.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

"CUBA OPPORTUNITIES"—the only monthly on the Island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. Maclean Beers, Editor, Box 1078, Havana.

ADVERTISING NOVELTIES

144 Lead Pencils \$3.00
Your "Ad" Stamped in gold, 35 letters. **E. W. FRENCH CO., 34 Park Row, N. Y.** Also 10,000 other "AD." NOVELTIES.

BILLPOSTING

FRED PEEL, official representative, THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA, Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

PRINTING PLANT 36 miles of New York, \$25,000 equipment, 4 linotypes, doing \$30,000 business annually without solicitors, low wage scale. \$15,000 buys control of Company on account of other interests of owner. Address Box 974, care Printers' Ink.

WEEKLY NEWSPAPER 50 miles New York clearing \$4,000 per annum can be bought for value of equipment on account of other interests. Address Box Q, Printers' Ink.

BUSINESS LETTERS

BUSINESS LETTERS

I WRITE Business Letters that do not BRAG, BLUSTER, BULLY or BEG,—nor do they WHEEL, CRINGE, COAX, or FAWN. In the preparation of such documents, I steadfastly aim to eliminate all of the elements that so constantly vex my soul to the point of tossing into my Waste Paper Basket, letters that were evidently meant to interest me in the Writer's Business. There is plenty of room between grabbing a man by the throat, with a "Why the don't you send me an order?" and a constantly encountered line of fawning servility, that in disgusting its recipient, has done its full duty—I do not KNOW ALL ABOUT ANYTHING—(do not even vaguely suspect myself of it), but from such data as any one not too lazy can furnish, I am usually able to formulate invariably self-respecting, and not invariably DULL letters, that as a rule possess various probably attractive features, and are at least sprayed with (more or less) "Horse Sense." For the remainder of this Advt. look here next week.

FRANCIS I. MAULE, 401 Sansom St., Phila.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

FOR SALE

UP-TO-DATE Job Printing Plant in Tidewater, Virginia, in city of 10,000 population, doing excellent business of \$10,000 year; could do more. Or would consider good active partner, taking half or two-thirds interest. Best distributing centre in state. Have paid and are paying all stockholders handsomely. Good reasons for selling. Would like any prospective customer to come to our plant and spend some time investigating. Address: "OPPORTUNITY-INVESTIGATION," care of Printers' Ink Publishing Co.

HELP WANTED

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.**

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT Anything You Want to Know. 341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels, \$1.00
Size, 1x2 inches, printed to order and postpaid. Send for Catalog **Fenton Label Co., Phila., Pa.**

MEETINGS

NOTICE is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce Street, Borough of Manhattan, City of New York, on Monday, May 8, 1911, at 12 o'clock noon. CHAS. H. THAYER, Secretary.

MISCELLANEOUS

YOU can tell your story to any one in the United States for 1 cent or 2 cents postage; or by form letter send your message anywhere in the world for 1 cent postage. What you can accomplish by mail is unlimited; but your letter must be impressive, rightly impressive, to bring the desired results. Let me tell you what I can do in the way of preparing your copy for such a letter. Address JOHN F. NIEMAN, Woodville, Ohio.

POSITIONS WANTED

EDITOR AND WRITER, 47, good newspaper record; now writing for publishing house; desires connection with weekly or monthly publication; all round man; good make-up. "EDITOR," care Printers' Ink.

CIRCULATION MANAGER wants a bigger, better paying connection. Now pushing a Daily with over a half million circulation. Clean business record of ten years, reputation for getting business, married, age 30. B. FORTUNE, care of Printers' Ink.

INDUSTRIOUS, college-bred man, aged 23, good appearance, has selling experience, knows ad theory, writes descriptive English sales letters. Able to handle correspondence. Correspondence welcomed. Address "ABILITY," care of Printers' Ink.

WANTED—Position by competent Circulation Manager. Now employed but desire to locate in Colorado or New Mexico. Good organizer and systematizer. Have had a wide experience in building and holding Circulation. Best of reference. Address Box 888, care of Printers' Ink.

NEWSPAPER requiring Advertising Manager can secure expert who has been personally in touch with Agencies and largest General Advertisers U. S. and Canada past 6 years. Age 35, 14 years' experience writing and selling Advertising. Address "RESULTS," care of Printers' Ink.

To Some Buffalo Merchant or

manufacturer. a certain well-qualified advertising man would like to market his services on make-good basis in Buffalo, or nearby (pertinent reasons); right experience. Box 177, care Printers' Ink.

BUSINESS MANAGER

of Daily Paper is open for position. Man of ability; experienced in advertising, local and foreign, circulation; systematizer of office work; also job plant, etc. Successful handling men. Good references. Address "DAILY," care of Printers' Ink.

INITIATIVE PERSEVERANCE

Trained newspaper man with these four characteristics, now employed, wants to connect with adv. agency. Will bring red blood and grey matter to develop a modest start into an unlimited future. "PROGRESS," care of Printers' Ink.

ACUMEN

ANALYSIS

IF YOU want a man old enough to have sound ideas and young enough to put them into use, write me today. Advertising, selling and printing experience. I am at present connected, and making good, but desire a bigger opportunity. Prefer position as advertising manager of live concern marketing mechanical specialty. Good appearance, address and reference. "M. J. O.," care of Printers' Ink.

ADVERTISING MANAGER Big Western Factory open to change. Been making good for ten years in Machinery and Mechanical fields, strong copy writer, Executive, Systematizer, Organizer, Sales Letter Writer, Editor House Organs. Wide and successful experience. Manufacturer wanting "results," address, "BUSINESS BUILDER," Box 329, Hamilton, Ohio.

AN ADVERTISING AND SALES MANAGER desires connection with progressive firm. His actual experience with well known successful producers, and his NATURAL ABILITY TO CREATE AND DEVELOP IDEAS OF A SALE-PRODUCING CHARACTER would make his services invaluable in placing your product on the market or increasing your present trade. He has advertising agency experience, and is capable of taking full charge of the selling end of any business. Box 1001, care of Printers' Ink.

Canadian Advertising Manager

Experienced (seven years with grocers specialty house) could take full charge of advertising for large manufacturer or department store or service department of newspaper. Writes strong, sensible, selling copy; no frills, can get up catalogues, booklets, follow-up, etc. Familiar with Canadian wholesale and retail conditions, especially in the West. Address, "CANADIAN," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

ADVERTISING THAT PAYS

Your Catalogue and other printing built with a view to bringing results by printers that know publicity values. Send your data now, we will do the rest. RAND McNALLY & CO., 41 E. 22nd St., New York City.

WARD & SON, est. 1869, Large Edition Printers, Lockport, N. Y., have a special, modern equipment for printing large run and catalog work at reasonable prices. Foreign language work a specialty. Write us about your needs.

GENERAL PRINTING, CATALOGUE AND BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1910, 22,618. Best advertising medium in Alabama.
Montgomery, Advertiser, net average Dec., 1910, 18,126 dy; 24,305 Sun. Guarantees dy. 3 times, Sun. 4 times the net paid circulation of any other Montgomery newspaper.
Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

CONNECTICUT

Bridgeport, Morning Telegram, daily average for March, 1911, sworn, 13,924. You can cover Bridgeport by using Telegram only. Rate 1 1/2c. per line flat.
Meriden, Journal, evening. Actual average for 1909, 7,729; average for 1910, 7,801.
Meriden, Morning Record & Republican. Daily aver. 1909, 7,739; 1910, 7,872.
New Haven, Evening Register, daily. Aver. for 1910 (sworn) 19,086 daily 2c.; Sunday, 14,763, 5c.
New London, Day, ev'g. Av.'10, 6,892. 1st 3 mos. '11, 7,049; double all other local papers combin'd.
New Haven, Union. Average circulation 1910, 17,267. All Bona Fide Paid Subscribers.
Norwalk, Evening Hour. Average circulation 1910, 3,627. Carries half page of wants.
Waterbury, Republican. Examined by A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

FLORIDA

Jacksonville, Metropolis, Dy. '10, 13,701; Dec., '10, 4,689. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago Examiner, average 1910, Sunday \$24,607, Daily 210,657, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.
 The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.
 For the absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, News. Leading paper n field Average year 1910, 5,154
Joliet, Herald, evening and Sunday morning. Average for 1910, 7,551.
Peoria, Evening Star. Circulation for 1910, 21,143
Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.

INDIANA

South Bend, Tribune. Sworn average March, 1911, 12,518. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1910, 9,404. "All paid in advance."
Des Moines, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,436.
Washington, Eve. Journal. Only daily in county. 1,913 subscribers. All good people.
Waterloo, Evening Courier, 53rd year; net av July, '10-Dec., '10, 7,090. Waterloo pop., 27,000

KENTUCKY

Lexington, Herald. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."
Louisville, The Times, evening daily, average for 1910 net paid 45,534.

MAINE

Augusta, Kennebec Journal, daily average 1910, 9,319. Largest and best cir. in Cent. Me.
Bangor, Commercial. Average for 1910, daily 10,199.
Lewiston, Sun. Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.
Portland, Evening Express. Average for 1910, daily 16,936. Sunday Telegram, 11,268.

MARYLAND

Baltimore, American. Daily aver. year 1910, 80,266; Sun., 104,902. No return privilege.
Baltimore, News, daily. News Publishing Company. Average 1910, 82,405. For March, 1911, 81,138.
 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.
Daily (2 cents a copy)
1910, 183,720—Dec. av., 188,843.

Sunday
1910, 331,878—Dec. av., 330,717.
Advertising Totals: 1910, 7,932,108 lines
Gain, 1910, 886,831 lines

2,394,103 more lines than any other Boston paper published.
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest March of the Boston Post. Circulation averages: *Daily Post*, 332,478, gain of 33,839 copies per day over March, 1910. *Sunday Post*, 302,381, gain of 39,037 copies per Sunday over March, 1910.

Lawrence, Telegram, evening, 1910 av. 8,843. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,839; 1910, 16,843. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,762.

Worcester, Gazette, evening. Av. '10, 17,002. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm week-y. Guaranteed circulation 80,000.

Jackson, Patriot, Aver. year, 1910, daily 10,720, Sunday 11,619. Greatest circulation. Payne and Young have been appointed the *Patriot's* foreign representatives in the Eastern and Western fields, with offices in New York at 30 W. 33rd St., and 747-8 Marquette Building, Chicago. Agents and advertisers, please note.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,280.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal, Daily and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,685. Daily average circulation for March, 1911, evening only, 77,908. Average Sunday circulation for March, 1911, 83,736. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

☉☉

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CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 81,260. Average circulation of Sunday *Tribune* for same period, 81,533.

Minneapolis, Svenska-Amerikanska Posten. Swan J. Turnblad, pub. Av. 1910, 66,180. A. A. A.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 125,109.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly 140,221 for year ending Dec. 31, 1910

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048.

Lincoln, The Weekly Enterprise. Only Socialist paper in State. Sworn average, Jan. 1st, 1910 to Feb. 18th, 1911, 6,336. Reaches the farmers,

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; March, '10, 20,263.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,769. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 84,558.

Buffalo, Courier, morn. Ave., '10 Sunday, 86,737, daily, 46,284; *Enquirer,* evening, 32,278.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307, 1910, 94,232.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

Newburgh, Daily News, evening. Average circulation entire year, 1910, 6,941. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

NEW YORK CITY

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1910, 7,858.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1910, 26,663 (☉☉).

The World. Actual average, 1910, Morning, 363,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie, Star, evening. Daily average year, 1910, 5,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 1910, 12,706. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Troy, Record. Av. circulation 1910, (A. M., 6,102; P. M., 17,687) 23,789. Only paper in city which has permitted A. A. A. examination, and made public the report.



Utica, *National Electrical Contractor*, mo. Average for 1910, 3,828.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1910, 18,487.

NORTH DAKOTA

Grand Forks, *Norman*, Norwegian weekly. Actual average for 1910, 9,076.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1910: Daily, 87,126; Sunday, 114,044. For March, 1911, 88,868 daily; Sunday, 123,913. Youngstown, *Vindicator*. 17½ av., '10, 19,690; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Average March, 1911, daily, 34,078; Sunday, 40,600.

PENNSYLVANIA

Erie, *Times*, daily. 22,986 average, March, 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y. Johnstown, *Tribune*. Average for 12 mos. 1910, 13,328. Mar., 1911, 14,333. Only evening paper in Johnstown.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 8,817; 1909, 8,823; '10, 6,003 (©). Washington, *Reporter and Observer*, circulation average 1910, 12,396; Jan., '11, 12,621.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1910, 19,828. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; only daily in Luzerne County to permit A. A. examination this year. Examination showed 17,300 net for last six months, gain of 3,156 net in two years.

York, *Dispatch and Daily*. Average for 1910, 18,767.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 12 mos. ending Dec 31, '10, 19,823—sworn.

Providence, *Daily Journal*. Average for 1910, 22,788 (©). Sunday, 30,771 (©). *Evening Bulletin*, 48,323 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 6,423.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1910, 6,490.

TEXAS

El Paso, *Herald*, year 1910, 11,381. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1910, 5,635. Examined by A.A.A.

Burlington, *Free Press*. Daily average for 1910, 9,112. Largest city and State circulation. Examined by Association of Amer. Advertisers. Montpelier, *Argus*, dy., av. 1910, 3,515. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*. Aver. Feb., 1911, 4,479; March, '11, 5,104. Largest circ. Only eve. paper.

WASHINGTON

Seattle, *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of 64,741 daily, 84,308 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, *Ledger*. Average year 1910, daily, 18,967 Sunday, 27,348.

Tacoma, *News*. Average for year 1910, 19,312.

WISCONSIN

Janesville, *Gazette*. Daily average, Mar., 1911, daily 5,649; semi-weekly, 1,738.

Madison, *State Journal*, daily. Actual average for Jan., 1910, 9,960.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for 1910, 41,897. Average daily gain over 1909, 4,775. The *Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, *The Milwaukee Journal*, (eve.) Daily Av. circ. for 12 mos., 43,621. Daily Av. March, 46,529. March gain over 1910, 3,101. Paid City Circulation double that of any other Milwaukee paper. Leads all other Milwaukee papers in display, classified and foreign advertising. In over 605 Milwaukee homes. Flat rate 7c. per line. C. D. Bertolet, Boyce Bldg., Chicago; J. F. Antisdell, 356 Fifth Ave., N.Y. City. Oshkosh, *Northwestern*, daily. Average for year 1910, 10,083. Examined by A. A. A.

Racine, *Daily Journal*. March, 1911, circulation, 8,410. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.



MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,181; daily Feb., 1911, 51,522; weekly 1910, 26,446; Feb., 1911, 29,664. Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1910, 18,484. Rates 56c. in-

— a paper that covers its field —

THE WINNIPEG

TELEGRAM

Guaranteed Circulation

Daily, 36,000; Weekly, 30,000

If you want results—use The Telegram. "I received 250 replies from a 70 line ad. covering the territory from Fort William as far west as Revelstoke and as far north as Prince Rupert and Edmonton."—E. S. Sutherland, Vancouver, B. C.

Special Advertising Agents

Verree & Conklin
New York

Wallis & Son
Chicago

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for March, 1911, 103,194. Largest in Canada.

The Want-Ad Medium's

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE Indianapolis Star is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper. Classified wants printed in March, 1911, amounted to 259,300 lines. The number of individual advertisements published were 34,473. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Mar., 1911, amounted to 250,306 lines; the number of individual ads published were 29,833. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 60% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 35,442 Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The *Mobile Register* (☉☉). Established 1821. Richest section in the prosperous South.

GEORGIA

Atlanta Constitution (☉☉). Now as always, the Quality Medium of Georgia.

ILLINOIS

Bakers' Helper (☉☉). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Inland Printer*, Chicago (☉☉). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (☉☉). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Boston, *Textile World Record* (☉☉). Not an organ, "—but the leading textile magazine. Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Brooklyn Eagle (☉☉) is THE advertising medium of Brooklyn.

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉☉) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering News (☉☉). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (☉☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* (☉☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉) daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (☉☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions: March, 1911, sworn net average, Daily, 80,559; Sunday, 177,046.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉☉), a conservative enterprising newspaper without a single rival.

TENNESSEE.

The *Memphis Commercial-Appeal* (☉☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000. Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The *Seattle Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (☉☉) and The *Evening Mail*. Circulation 18,768. Flat rate.

Business Going Out

One of the largest advertising accounts which has been running in the magazines and newspapers since last autumn is undoubtedly that of the Encyclopedia Britannica, which is being placed by the Frank Presbrey Company, of New York. There have appeared in the standard magazines, beginning with the November number last autumn and including the May number, 555 pages of this advertising. All of this has been carried in four-page inserts, printed on tinted paper and in two colors, and each insert has occupied preferred position in the magazines. This amount of space is larger by many pages than that used by any other advertisers.

In addition to this, the leading metropolitan daily papers of the United States have been extensively used, with advertisements running from three columns for the smallest to full pages, and, in some instances, double pages.

Not only has this advertising account been one of the largest ever placed in America, but it has been, according to all reports, one of the most successful and has resulted in orders far in excess of anticipations, for the eleventh edition of the Encyclopedia Britannica.

The company is now figuring on using 30,000 lines of space in many of the leading daily papers of the country between now and June 1, when the introductory price on the Encyclopedia is to be materially raised. The advertisements which will go out will run from three columns to a page in size.

The C. W. Hoyt Agency, New Haven, Conn., is placing the advertising of the C. W. Kelsey Manufacturing Company, Hartford, in a list of general publications. A small automobile called the Motorette is advertised.

This agency also is placing the copy of the Ives Manufacturing Company for their miniature railroad in the *Saturday Evening Post*. It is rumored that other publications will be taken on later.

The advertising of A. C. Rhodes, Lowell, Mass., is handled in mail-order papers by the Boston office of the J. Walter Thompson Company.

A few general publications circulating largely in New England are running copy for the Eddy Refrigerator Company, Boston. The account is handled by the Cowen Company, John Hancock Building, Boston.

S. W. Straus & Co., Chicago, mortgage and bond bankers, are using the "Big Six" medical journals to advertise the investments they have to offer. The business is placed through the Nichols-Finn Advertising Company, Kesner Building, Chicago.

The Haddorff Piano Company, of Rockford, Ill., has begun an extensive advertising campaign which is being handled by the Johnson Advertising Corporation, of Chicago, Ill. The consumer is being reached through standard monthlies including *McClure's*, *Cosmopolitan*, *Everybody's*, *Success*, *Hampton's*, *Harper's* and the *American*. The advertising to the dealer is supplemented with a large folder in two colors telling of the Haddorff piano and describing the advertising campaign.

Wood, Putnam & Wood, of Boston, Mass., have secured the advertising appropriation of the Johnson Educator Food Company, of Boston.

E. P. Remington, of New York, is sending out orders to newspapers on account of Winsor & Newton, of Philadelphia, Pa.

John Lucas & Co., of Philadelphia, paint manufacturers, are asking newspapers for rates.

The advertising appropriation of the Loose-Wiles Cracker and Candy Company, of Kansas City, Mo., has been secured by the George Batten Company, of New York.

The Digestit Company, of Jackson, Miss., is sending contracts for 1,000 inches to Texas newspapers through the J. C. McMichael Advertising Agency, of Atlanta, Ga.

Fitzpatrick Brothers, of Chicago, Ill., are sending 112 lines thirteen times to Southwestern newspapers through the Clague-Painter-Jones Company, of Chicago, Ill.

W. L. Dodge & Co., of Chicago, Ill., are sending copy to newspapers generally through the C. H. Fuller Company, of Chicago, Ill.

Askin & Marine, clothing manufacturers of Rochester, N. Y., are sending Southern papers orders for 5,500 lines through the L. C. Bartlett Service, of Rochester, N. Y.

Kops Brothers, of New York, are placing orders in Southern papers through J. W. Morton, Jr., of New York.

The Chas. H. Fuller Company, of Chicago, Ill., is sending out orders to newspapers on the Pacific Coast to advertise the Swissco Hair Remedy, a product of the Foso Company, of Cincinnati, Ohio.

The *Columbian Magazine*, through The Van Cleave Company, of New York, is to spend \$150,000 in street car and magazine advertising.

The Shaw Stocking Company, Lowell, Mass., manufacturers of Shawknit Hosiery, will use a few general publications of a high-grade character this spring. The business is placed by Wood, Putnam & Wood.

This agency is using a list of newspapers and agricultural papers for the advertising of Park & Pollard for their poultry supplies and Lullaby Brooders.

The Veeder Manufacturing Company, Hartford, Conn., is using a list of national weeklies for their Hub odometer.

W. A. Taylor, Chartley, Mass., is sending out small copy advertising monogram rings and stick pins in mail-order papers. The business is placed direct.

The Boston *Sunday Herald* is being advertised in New England newspapers.

C. H. Stephenson, Lynn, Mass., is using the household publications direct.

The Boston News Bureau is sending out copy to a few high-grade and literary publications advertising a book on "Inheritance Tax" written by Hugh Bancroft, treasurer of the Bureau.

An old household remedy, "Toiletine," manufactured by the Toiletine Company, of Greenfield, Mass., is being advertised in New England dailies. The business is handled by the Boston office of the George Batten Company,

Magazines and weeklies are being favored with orders for the advertising of the Colt Fire Arms Company, Hartford, Conn. The account is handled by the P. F. O'Keefe Agency, Carney Building, Boston.

The Riker-Jaynes Company is adding to its chain of stores through the Eastern states, and wherever a town or city is opened up, large advertising is done in the daily newspapers. The C. Brewer Smith Agency, Boston, handles all the publicity work of this concern.

The Snitzler Advertising Company, Chicago, is sending out orders to the leading medical journals for the Minneapolis Cereal & Milling Company, Carver, Minn., half-page copy, twelve times.

The Eastern Shoe Company, 55 Broadway, Beverly, Mass., is using a few general publications advertising Whitcomb's Flexo Shoes.

The Mahin Advertising Company, of Chicago, is sending out orders to a select list of magazines for the Metal Shelter Company, of St. Paul, making fireproof automobile garages.

Rubens & Meyer, of New York, are advertising their Conqueror Hosiery in New York morning and evening dailies. Copy is going out for fifty-two times, once a week, from thirty-three to forty-two lines. The business is handled by the Robert R. Lawson Company.

The Lessing-Williams Company, Des Moines, Ia., is sending out eighty-five and sixty-two-line copy for the Farmers Co-operative Produce Company, Des Moines, Ia., and for the Farmers Co-operative Creamery Company, Omaha, Neb., advertising the Ross Champion Alfalfa Cutter. A list of farm papers covering the Western states are being favored.

Lord & Thomas, of Chicago, are placing orders with the medical journals for Bauer & Black, Chicago. Full-page copy will be used.

The Carbona Products Company, of Newark, N. J., is using newspapers in the larger cities. Levin & Bradt, of New York, are sending out t. f. orders for this account for twenty-eight lines.

Sears, Roebuck & Co. are using a few of the medical journals to advertise their Sears Motor Car. Full-page copy is being used and the business placed through Roberts & MacAvinche, Chicago.

Three and four-inch single-column copy advertising a new style of golf club is being sent to trade and mail-order papers for Dr. Dwight, of Des Moines, Ia., by the Lessing-Williams Company.

NORTHERN PACIFIC R. R. ADVERTISING

"Since the first of January, 1910, the Northern Pacific Publicity Department has issued, or has in process of issuance, a total of thirty-one publications, that is, booklets, folders, pamphlets and leaflets to induce immigration to the total number of 1,585,000 copies," said J. N. Stewart, advertising manager of the Northern Pacific Railroad, before the Town Criers' Club of Fargo, N. D., April 3. "I hold in my hand copies of our publications, specifically on North Dakota, or containing mention of North Dakota, and we trust this work is helping to some appreciable extent in the increase which is taking place in North Dakota's population.

"Our display advertising is carried at different times in the year in approximately 100 newspapers, east of St. Paul. The number of papers we are using this spring and summer will slightly exceed that amount to about 110 different papers. We are also using this spring numerous magazines and a selected list of twenty of the best farm publications in the country, and we consider that this latter class of mediums is especially valuable since it is producing for us a large volume of inquiries from people who are definitely interested in agriculture and the possibilities of the Northwest states along agricultural lines."

KNOTT RESIGNS FROM E.-M.-F. COMPANY

Henry Knott has resigned as advertising manager of the E.-M.-F. Company, at Detroit, and gone to Chicago. The advertising of the firm is now being handled by W. S. Pettit.

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Evidence

Exhibit No. 5

Stockholder Co-Operation

Moore & Harrison

Druggists

Cor. High and Wisconsin Sts.
Morgantown, W. Va.

4/11/1911.

Mr. P. M. Raymond,
Business Manager,
Columbian Magazine,
New York City.

Dear Sir:

Recently a salesman called on us selling "Creme Elcaya". My first question was, "Do you advertise in the Columbian", (a copy of which was on my desk). On turning to page 53 A. found their ad. That ended it. Bought the quantity deal, and in conclusion might say I had never purchased a single jar of their "Creme" prior to this, and that Nennen's Talcum Powder occupies space in our best display case.

"Co-operation" should be the motto of all Columbian Magazine stockholders.

Yours respectfully,

J. H. Mason

COLUMBIAN MAGAZINE

P. M. Raymond
Advertising Manager
1 Madison Avenue
New York

New England Office
Barristers Hall
Boston, Mass.

Hugh Kapp
Western Adv. Manager
Peoples Gas Building
Chicago

CIRCULATION 142,000

Largest Daily Circulation in Canada Without Exception



If You Are Advertising in Canada

and not using LA PRESSE, you are depriving yourself of a large amount of profitable business in this field that would otherwise be yours.

The largest daily circulation in Canada—audited and guaranteed by the Association of American Advertisers, listed and guaranteed in "Printers' Ink" Roll of Honor, and proven by various other means to the complete satisfaction of every advertiser—places LA PRESSE absolutely in a class by itself as a medium for reaching the French speaking people of Canada and bringing profitable results.

Let us supply you with full details as to the circulation, distribution, rates, etc., of LA PRESSE and we guarantee to show you a paper that is without an equal or even a competitor in its field as a medium for profitable advertising.

Address your letter to the Advertising Manager,

LA PRESSE

MONTREAL, CANADA

Sworn daily average circulation for March, 1911,
103,194

United States Representatives,

WM. J. MORTON COMPANY

Brunswick Bldg.
New York

Hartford Bldg.
Chicago

